

Codeintel Launches Visibility Authority Engine, Transforming Mortgage Lender Discoverability and Digital Authority

New Codeintel division moves beyond traditional SEO to engineer the complete ecosystem influencing whether mortgage brands get known, get found and get chosen.

RENO, NV, UNITED STATES, August 11, 2026 /EINPresswire.com/ -- [Codeintel](https://www.Codeintel.com), a digital marketing and MarTech engineering company serving the mortgage industry, today announced the launch of [Visibility Authority Engine](#), a new division built to redefine how mortgage lenders approach online visibility, discoverability, and digital authority.



Created for lenders, brokerages, branches, teams, and loan officers, Visibility Authority Engine challenges the narrow industry focus that has reduced “visibility” to SEO rankings, AI search optimization, or isolated marketing tactics. Codeintel argues the opportunity — and the problem — is far broader.

“

If more people could find you, more people would choose you.

We make sure they do!”

*Jose Olivares, Founder & CEO,
Codeintel*

VISIBILITY IS AN ECOSYSTEM.

A lender cannot dominate search by adding keywords. It cannot earn AI authority with thin or recycled content. It

cannot convert borrowers if its website is slow or confusing. And it cannot build digital authority when its brand, reputation, and technical infrastructure send inconsistent signals.

Visibility Authority Engine was engineered to solve this entire system.

“Mortgage marketing has become obsessed with individual tactics — SEO, GEO, AEO, AI search, content, backlinks — as though one of them will magically fix discoverability,” said Jose Olivares, Founder and CEO of Codeintel. “Visibility now depends on the strength of the entire digital ecosystem. Our job is to engineer that system.”

SEVEN FACTORS. ONE ENGINE.

Visibility Authority Engine evaluates and strengthens seven interconnected areas that determine whether a mortgage brand is discovered, understood, trusted, and chosen:

- * Content Quality & Intent Alignment
- * Technical Infrastructure & Performance
- * SEO, AEO & Multi-Surface Optimization
- * User Experience & Behavioral Signals
- * Brand Authority & Entity Strength
- * Content Distribution & External Visibility
- * Continuous Monitoring & Optimization

This coordinated framework improves discoverability across traditional search, local and map results, AI-driven discovery platforms, referral validation journeys, and the digital surfaces borrowers use to research lenders.

Rather than selling a predetermined service, Visibility Authority Engine begins with a full assessment of the lender’s digital ecosystem. Findings become a prioritized, executable strategy that Codeintel can implement as a managed service or in collaboration with internal marketing and technology teams.

BEYOND SEO. BEYOND THE AI HYPE CYCLE.

The launch comes as mortgage marketers face a rapidly shifting discovery landscape. Borrowers now encounter lenders through Google, Maps, social platforms, reviews, referral research, AI assistants, and conversational search. Visibility Authority Engine is built on the premise that lenders must be authoritative across the entire borrower decision journey — not just one algorithm or channel.

“AI systems and search engines increasingly evaluate the totality of a digital presence,” said Matthew Hansen, Vice President of Engineering at Codeintel. “Architecture, structured information, strong content, performance, accessibility, entity signals — they now work together. You cannot shortcut that foundation. Visibility Authority Engine gives lenders a disciplined engineering framework for building it.”

SEO is part of the Engine, but not its definition. The objective is larger: engineer a digital presence strong enough to increase recognition, discovery, credibility, and borrower confidence wherever search happens.

GET KNOWN. GET FOUND. GET CHOSEN.

Visibility Authority Engine focuses on three outcomes.

GET KNOWN: Build a recognizable, authoritative professional presence.

GET FOUND: Strengthen discoverability across search, local, maps, AI systems, and borrower research environments.

GET CHOSEN: Build credibility and trust signals that turn visibility into conversations, referrals, and applications.

For Codeintel, the launch reflects more than a decade of building mortgage websites, marketing technology, digital infrastructure, and growth systems.

“Being online is no longer enough,” Olivares added. “Ranking for a handful of keywords is no longer enough. Even appearing in an AI answer is not enough. The brands that win will be the ones that systematically build authority everywhere it matters.”

VISIBILITY ISN'T LUCK. IT'S ENGINEERED.

To learn more or schedule a consultation, [visit https://visibilityauthorityengine.com](https://visibilityauthorityengine.com).

ABOUT VISIBILITY AUTHORITY ENGINE.

Visibility Authority Engine is a division of Codeintel focused on engineering discoverability, digital authority, and sustainable visibility for mortgage lenders, brokerages, branches, teams, and loan officers. Through a seven-factor methodology spanning content, technology, search, user experience, entity authority, distribution, and ongoing optimization, VAE helps mortgage brands get known, get found, and get chosen.

ABOUT CODEINTEL.

Codeintel is a digital marketing and MarTech engineering company specializing in the mortgage industry. The company develops technology, infrastructure, lead-gen/visibility systems, and growth solutions for forward-thinking lenders, mortgage organizations, branches, teams, and loan officers.

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