



Direct Online Marketing Launches Agentic Engine Optimization Services to Prepare Businesses for the Age of AI Agents

New Agentic Engine Optimization services help companies prepare websites, content, structured data, & digital assets for discovery and interaction by AI agents.

PITTSBURGH, PA, UNITED STATES, August 11, 2026 /EINPresswire.com/ -- Direct Online Marketing (DOM), a digital marketing agency specializing in SEO, Generative Engine Optimization, paid advertising, and AI-focused marketing strategies, has announced the launch of its [Agentic Engine Optimization Services](#). The new service is designed to help businesses prepare their websites and digital presence for AI agents that research, compare products and services, interact with websites, and complete tasks on behalf of users.

[Agentic Engine Optimization](#), or AEO, is the practice of structuring website content, technical data, APIs, and digital information so AI agents can consume, understand, and act on that information. DOM's approach expands traditional SEO and Generative Engine Optimization strategies to account for AI systems that do more than return search results.

AI platforms are rapidly introducing agents capable of performing multi-step tasks for users. Google describes Gemini Spark as a personal AI agent capable of taking action on a user's behalf. OpenAI describes ChatGPT Work as an agent that can gather information across apps, workflows, files, and the web to complete complex projects and tasks.

"SEO has always been about making information accessible to search engines and the people using them. Agentic Engine Optimization takes that idea further," said [Billy Wright](#), Head of AI and Marketing Innovation at Direct Online Marketing. "An AI agent may not just search for a company. It may research several companies, compare their services, review pricing, look for availability, read documentation, interact with forms, or try to complete an action. Businesses need to start thinking about what happens when the person visiting their website is actually an AI agent working for a customer."

DOM's Agentic Engine Optimization Services examine how easily AI agents can access, interpret, and use information across a company's digital presence. The agency's work can include semantic HTML, schema markup, structured data, crawlability, robots.txt configurations, llms.txt files, product feeds, APIs, pricing information, documentation, website content, email content, and other machine-readable information.

The strategy places a strong focus on making important business information clear to both humans and machines. Service pages should explicitly explain what a company offers, who it serves, how its services work, and what actions a customer can take. Product information should provide clear attributes, pricing, availability, and comparison information where applicable. Technical documentation should provide agents with understandable instructions, inputs, outputs, and actions.

"Businesses have spent decades asking how Google sees their website," Wright said. "The next question is how an AI agent sees their entire business. Can it tell what you sell? Can it understand your pricing? Can it compare you accurately against competitors? Can it find the right location? Can it complete the next step a customer asked it to complete? Those questions are becoming part of digital marketing."

DOM sees Agentic Engine Optimization as an extension of SEO and Generative Engine Optimization rather than a replacement for them. Search rankings, website traffic, leads, and conversions remain important. Agent-driven discovery creates another layer where brands may be researched, summarized, compared, selected, or acted upon without a traditional search session occurring first.

DOM's Agentic Engine Optimization process can include:

- AI agent website readability and crawlability audits
- Semantic HTML and website structure reviews
- Schema markup and structured data optimization
- Content restructuring for machine comprehension
- Product and service information optimization
- API and technical documentation reviews
- Product feed and catalog optimization
- Pricing, availability, and attribute structuring
- AI agent accessibility testing
- robots.txt and llms.txt reviews
- Agent-focused conversion path reviews
- Cross-channel information consistency
- Ongoing AI agent visibility testing

The goal is to make it easier for agentic systems to accurately understand a business and identify actions they can take using the information that business provides. DOM's Agentic Engine Optimization service page states that its work focuses on structured data, crawlable architecture, content, technical infrastructure, and other digital surfaces AI agents may interact with.

"Companies had years to adapt to traditional search and only a short period to start adapting to generative AI search," Wright said. "AI agents are the next change. We want our clients preparing

now, while businesses are still figuring out what agent visibility means, rather than waiting until agents become a major source of research, recommendations, transactions, and customer actions."

Direct Online Marketing has provided digital marketing services since 2006 and has supported clients selling into more than 150 countries. The agency provides SEO, Generative Engine Optimization, paid advertising, analytics, website development, content marketing, international marketing, and AI-focused digital marketing services.

Businesses can learn more about DOM's Agentic Engine Optimization Services at:

<https://www.directom.com/services/agentic-engine-optimization-services/>

DOM has published a detailed guide explaining Agentic Engine Optimization, technical considerations, structured data, content strategy, APIs, agent actionability, and methods businesses can use to prepare for agent-driven discovery:

<https://www.directom.com/what-is-agentic-engine-optimization/>

About Direct Online Marketing

Direct Online Marketing, commonly known as DOM, is a privately held digital marketing agency headquartered in Pittsburgh, Pennsylvania. Founded in 2006, DOM provides digital marketing strategies focused on search visibility, AI visibility, lead generation, online sales, and measurable business growth. The agency has worked with organizations selling into more than 150 countries and serves clients across technology, healthcare, higher education, manufacturing, eCommerce, professional services, and other industries.

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