

ImpactFactory.ai Launches Version 1.3, Bringing AI-Powered Website Creation and Optimization to Small Businesses

CHICAGO, IL, UNITED STATES, September 3, 2026 /EINPresswire.com/ -- ImpactFactory.ai today announced the release of Version 1.3, adding powerful new [website](#) creation and optimization capabilities to its AI-powered "digital marketing agency in a box."

With the new release, small businesses can now use ImpactFactory.ai to create an entirely new website or improve the performance of an existing one, simply by having a conversation with the platform's AI agent.



ImpactFactory.ai logo

For businesses without a website, Impact Factory removes much of the complexity traditionally associated with getting online. The AI agent talks with the business owner to understand the company, its customers, products, services and goals. From that conversation, it creates an initial website and then works iteratively with the owner, making changes based on feedback until the site is right.

"Building a website shouldn't require a small business owner to become a web designer, copywriter, SEO expert and AI-search specialist," said Dr. Duane Varan, Founder and CEO of ImpactFactory.ai. "You should be able to explain your business the same way you'd explain it to a great marketing agency and have the technology do the rest. That's what we've built."

Every new website is designed to perform in an evolving search environment, with optimization for SEO (Search Engine Optimization), AEO (Answer Engine Optimization) and GEO (Generative Engine Optimization), helping businesses become more discoverable across traditional search engines, answer engines and AI-powered discovery.

Impact Factory can also host newly created websites for businesses that do not already have a domain and hosting solution, with hosting available for just \$5 per month in Impact Factory credits.



Impact Factory turns website creation & optimization into a conversation. You focus on running your business. Your AI marketing agency focuses on making sure people can find it.”

*Dr. Duane Varan,
CEO/Founder
ImpactFactory.ai*

For businesses that already have a website, Version 1.3 provides ongoing diagnostics and actionable recommendations to improve SEO, AEO and GEO performance. The platform can regularly reassess a site as search technologies, competitors and best practices evolve.

“Websites used to be about being found on Google. Increasingly, businesses also need to be found when someone asks an AI for a recommendation,” Varan added. “For a small business, keeping up with all of that can be overwhelming. Impact Factory turns it into a conversation. You focus on running your business. Your AI marketing

agency focuses on making sure people can find it.”

The website capabilities further expand ImpactFactory.ai’s mission to provide small businesses with a single AI-powered platform for their digital marketing needs, spanning content creation, social media, email, advertising, media placement, websites, optimization and more.

About ImpactFactory.ai

ImpactFactory.ai is an AI-powered digital marketing agency in a box designed particularly for small and local businesses. The platform brings together best-in-class AI technologies with proprietary software and marketing science to help businesses create, place, manage and optimize their marketing from one integrated platform.

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