

Search House Launches in Toronto With a Focus on SEO, Paid Media and Website Strategy

Toronto-based digital marketing agency brings together SEO, paid media, website strategy and AI search optimization for growing businesses.

TORONTO, ONTARIO, CANADA, September 8, 2026 /EINPresswire.com/ -- [Search House](#), a

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Robert Ritacca Pointner

Toronto-based digital marketing agency specializing in search engine optimization, paid media and website strategy, has officially launched to serve businesses across Toronto, the Greater Toronto Area and beyond.

The agency was founded by marketing professionals with backgrounds spanning SEO, paid advertising, website optimization and digital strategy. According to Search House, its founders have contributed to the optimization, marketing and development of over 100 websites across

B2B and B2C environments throughout their careers.

Search House was created around a strategy-first agency model designed to keep experienced practitioners closely involved in client work. Its services include search engine optimization, Google Ads, Meta Ads, website design and development, local SEO, technical SEO, SEO content and copywriting, B2B SEO, SEO audits and AI search optimization.

“Search is becoming broader than traditional Google rankings alone,” said Robert Ritacca Pointner, Co-Founder of Search House. “Businesses are now competing across organic search, paid search, social platforms and increasingly AI-driven discovery. Search House was built around the idea that those channels should support the same business goals rather than operate as disconnected marketing activities.”

The agency’s launch comes during a period of significant change in online search. A September 1, 2026 Reuters report detailed continued developments surrounding Google’s AI-powered search products, including AI Overviews and AI Mode, as publishers and businesses adapt to changes in how information is surfaced through search.

Search House has incorporated those changes into its service model by combining established search optimization practices with work focused on how businesses and website content can improve visibility across both conventional search engines and emerging AI-assisted discovery environments.

The agency is also placing an emphasis on Toronto and GTA businesses competing in location-sensitive search results. Its [local SEO services](#) include technical website improvements, content strategy, local search optimization and broader organic visibility initiatives for businesses serving defined geographic markets.



For paid media, Search House provides Google Ads and Meta Ads strategy alongside organic search services. Website design and development services are also available for businesses requiring improvements to site structure, performance, messaging or user experience as part of a broader digital marketing strategy.

“Strong digital marketing rarely comes down to one isolated tactic,” Ritacca Pointner said. “A technically sound website, useful content, clear positioning and the right mix of organic and paid acquisition all influence how effectively a business can turn online visibility into meaningful opportunities.”

Search House is continuing to build its presence in Toronto and the GTA while working with businesses seeking SEO, paid media and website support.

More information about Search House is available at <https://searchhouse.ca/>.

ABOUT SEARCH HOUSE

Search House is a Toronto-based digital marketing agency providing SEO, paid media, AI search optimization, content strategy, website design and development services. The agency works with businesses seeking to improve search visibility, strengthen their digital presence and build more effective acquisition strategies across organic and paid channels.

Reference: Reuters, September 1, 2026, "EU antitrust regulators quiz publishers on Google's AI search opt-out."

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