



AI Search, SEO and Marketing Expert Sandy Wardenburg Waggett to Take the ProfitCON Main Stage

MSW Interactive Designs founder will share 15 AI SEO strategies to help accounting and bookkeeping firms get found, understood, trusted, cited and recommended.

PARSIPPANY, NJ, UNITED STATES, September 21, 2026 /EINPresswire.com/ -- Sandy Wardenburg Waggett, AI search, SEO and marketing expert, author, national speaker and founder of [MSW Interactive Designs](#), will take the main stage at ProfitCON 2026 at Dolce by Wyndham Parsippany for a presentation focused on one of the most significant shifts happening in digital marketing: how businesses get discovered when search engines and AI platforms increasingly provide the answer instead of simply providing a list of websites.

Her ProfitCON session, Stop Just Trying to Rank. Start Trying to Be the Answer: How to Get Your Firm Found, Cited, and Recommended in the Age of AI, will give accounting and bookkeeping professionals 15 practical tactics they can use to strengthen their visibility across traditional search, Google's AI-powered search experiences and AI platforms.

The presentation is built around a fundamental change in how prospective clients search for professional services. People are no longer relying solely on traditional Google search results and clicking through multiple websites. They increasingly ask complete questions, request recommendations and use AI-generated answers to evaluate businesses and professional service providers.

For accounting and bookkeeping firms, that means search visibility is no longer only about where a website ranks. Businesses must also make it easy for search engines and AI systems to determine who they are, what they do, who they serve, what makes them different and why their expertise should be trusted.

Waggett will show attendees how to strengthen those signals using practical marketing, SEO and AI search strategies they can begin implementing immediately.

Her 15-step framework includes optimizing Google Business Profiles, auditing business identity and NAP information, implementing schema markup, strengthening expert and author pages, documenting awards and credentials, building security and trust content, creating comprehensive client review libraries, publishing pricing guidance, verifying marketing claims,

building FAQ and answer libraries, maintaining content freshness, distributing AI-ready press releases, and creating cost, comparison and best-of content.

The strategies are organized around five areas of AI search visibility: foundation, identity, proof, content and differentiation.

A central theme of Waggett's presentation is that businesses should stop thinking of themselves simply as websites and begin thinking of themselves as recognizable entities whose expertise appears consistently across the digital ecosystem.

Search engines and AI systems can use signals from websites, Google Business Profiles, structured data, directories, reviews, expert credentials, published content and third-party references to better understand a business and its expertise.

That makes clarity one of the most important components of modern SEO and AI search optimization.

Waggett's framework encourages firms to make four things immediately understandable to both prospective clients and search systems: who they help, what problems they solve, how they are different and why their claims should be believed.

The presentation also challenges businesses to rethink traditional content strategy. Instead of publishing generic articles simply to target keywords, Waggett recommends creating authoritative resources around the questions prospective clients are actually asking, including questions about pricing, costs, comparisons, services, common problems and which solutions are the best fit for a particular buyer.

The goal is no longer simply to generate another search result.
The goal is to become a credible source for the answer.

"AI search changes the question businesses need to ask," Waggett said. "It is no longer enough to ask, 'How do we rank?' The better question is, 'When someone asks AI for help, have we made our expertise clear, credible and useful enough to become part of the answer?'"

Waggett will also give attendees a practical four-week implementation plan designed to turn the presentation into action. The plan begins by strengthening foundational business information, then connects services to detailed website pages, builds proof and authority, and expands the firm's library of useful answers to real buyer questions.

Attendees will receive AI prompts for each of the 15 strategies, the presentation slides, an AI SEO implementation guide and additional AI marketing resources.

About Sandy Wardenburg Waggett

Sandy Wardenburg Waggett is an AI search, SEO and marketing expert, national speaker, author and founder of MSW Interactive Designs.

With more than 25 years of experience in digital marketing, website strategy and online visibility, Waggett helps businesses translate their real-world expertise into a digital presence that people, search engines and AI systems can find, understand and trust.

Her work focuses on AI search optimization, AI SEO, search engine optimization, digital marketing strategy, website content, business positioning, structured information and practical applications of artificial intelligence in marketing and business.

Waggett is also the author of [Infinite YouTM](#): Scale Your Wisdom. Multiply Your Impact. Stay Human in the Age of AI., which explores how experts, founders and leaders can use artificial intelligence to extend their knowledge and impact while preserving the human judgment and perspective technology cannot replicate.

About MSW Interactive Designs

Founded in 1999, MSW Interactive Designs is a digital marketing agency that helps businesses improve visibility, communicate their value clearly and turn their online presence into a measurable growth asset.

The agency's services include website strategy and development, search engine optimization, AI search optimization, content marketing, Google Business Profile optimization, digital advertising, CRM and marketing automation, social media, email marketing and AI-powered marketing solutions.

MSW Interactive Designs works with businesses across the United States to create integrated marketing strategies designed to improve discoverability, strengthen authority and help prospective customers confidently take the next step.

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