



Absolute Digital Media relaunches absolute.digital for the age of AI search

The award-winning agency rebuilds its website to be read and cited by AI answer engines, consolidates its AI search work into a single AI Visibility service.

LONDON, UNITED KINGDOM, October 29, 2026 /EINPresswire.com/ -- [Absolute Digital Media](#) (ADM), the multi-award-winning search and digital marketing agency, today launched a fully rebuilt absolute.digital. The new site is engineered for two audiences at once: the senior buyers who commission agencies, and the AI answer engines, including ChatGPT, Gemini, Perplexity and Google's AI Overviews, that increasingly shape which agencies those buyers shortlist.

The launch coincides with the consolidation of ADM's AI [SEO](#), generative engine optimisation (GEO) and answer engine optimisation (AEO) work into one service, AI Visibility, sold under the line "Seen. Everywhere."

Built to be cited, not just ranked

The new absolute.digital spans 246 pages, each mapped to a defined search intent and carrying structured data written for machine readers as well as people. Content that earned its place in search and AI results has been consolidated into a single insights hub serving ADM's UK and UAE audiences, with the remainder merged or retired.

At its centre is a rebuilt case study library, organised by discipline (SEO, AI Visibility, digital PR, link building and paid media) and by sector, so a prospective client can see evidence for the exact work they are buying before the first call. Published studies include Stelrad, Vera Clinic, Smile Cliniq, SuperCasino, SWAY Hair Extensions and Fast Loan UK.

A published standard for AI search

Most AI visibility reporting counts mentions. ADM has chosen to define success contractually. Under its AI Visibility service, a target prompt counts as won only when the client's brand is named or cited in at least 70% of daily runs over 30 days, measured separately on each engine. ADM tracks performance across ChatGPT, Google AI Overviews, Google AI Mode, Gemini and Perplexity.

The service is structured as a five-rung ladder, from a free AI Visibility Snapshot showing how the engines describe a brand today, through to fully managed programmes for enterprise and multi-market brands.

[Ben Austin](#), Founder and CEO of Absolute Digital Media, said:

"Buyers now form a shortlist inside a chat window before they ever open a website. We rebuilt absolute.digital for that reality, and we rebuilt our offer the same way.

There is a lot of noise about AI replacing agencies. It won't, not for a long while. What AI has changed is where the answer gets decided, and that rewards specialists who can prove their work rather than describe it. Every page on the new site is built to do exactly that, and the 70% standard means our clients know precisely what they are paying for."

Luke Kyte, Managing Director of Absolute Digital Media, added:

"Clients want evidence, not adjectives. The new site puts results by service and by sector in front of them from the first click. The AI Visibility ladder means a business can see how ChatGPT and Google describe it today, at no cost, and decide from there how far it wants to go."

Recognition

ADM has won more than 175 industry awards since it was founded in 2008. At the UK Search Awards 2026 the agency is shortlisted seven times across five categories, including the new Best AI Search Optimisation Campaign category for its AI Visibility work. Winners will be announced on 25 November 2026 at the Troxy, London.

Businesses can request a free AI Visibility Snapshot at [absolute.digital](#).

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