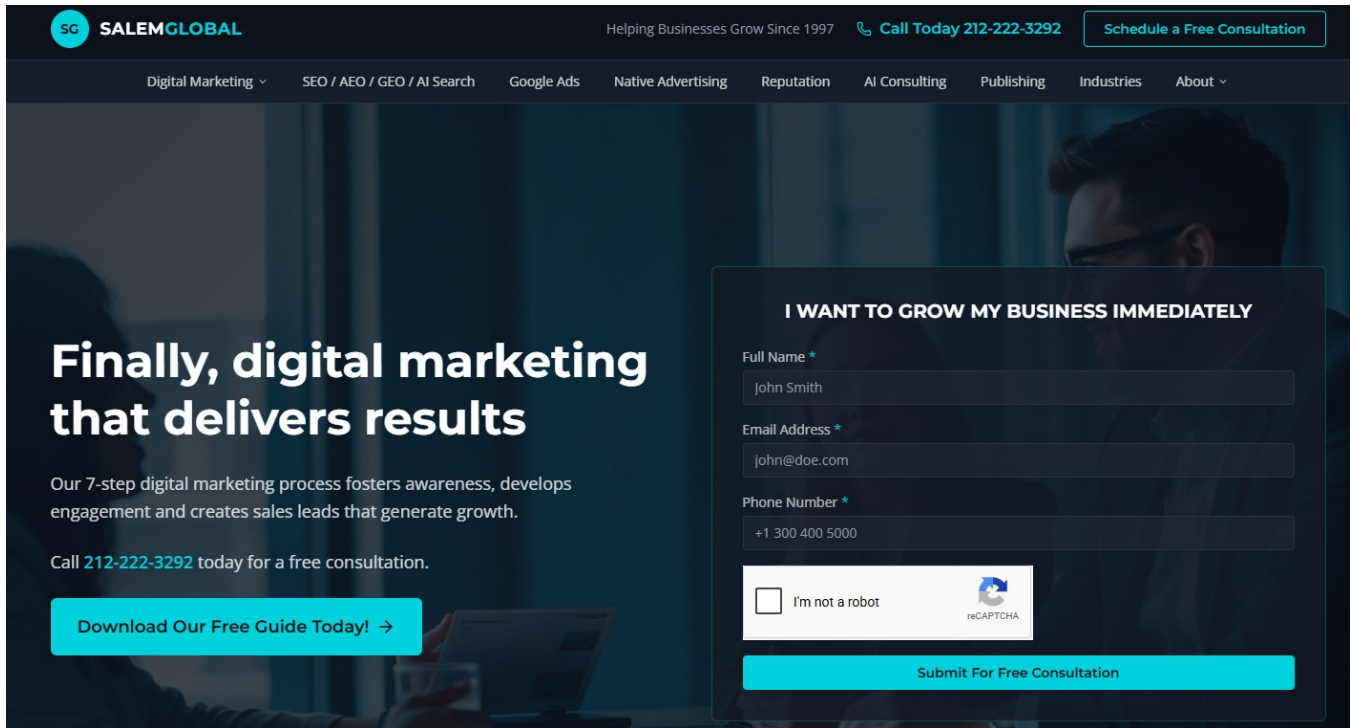


FOR IMMEDIATE RELEASE

SalemGlobal Launches New AI-Powered Website, Embracing the Future of Search, SEO, AEO, and GEO

After Nearly Three Decades of Digital Marketing Leadership, SalemGlobal Rebuilds Its Online Presence for the AI Era



The new SalemGlobal.com — built for the AI era.

New York City, NY – June 23, 2026 — SalemGlobal Digital Marketing, a pioneer in digital marketing since 1997, proudly announces the launch of its newly redesigned website, SalemGlobal.com. The new platform represents a significant evolution for the agency and reflects the rapidly changing landscape of search, artificial intelligence, and online visibility.

For years, SalemGlobal has been a passionate advocate of WordPress and Elementor, helping organizations across legal, healthcare, real estate, professional services, and other industries build powerful digital presences. While the company continues to recommend and support WordPress as one of the most versatile website platforms available, the launch of the new SalemGlobal.com demonstrates how AI-powered development is reshaping website creation and digital strategy.

The new SalemGlobal website was built using AI-assisted development through Lovable, a next-generation platform helping organizations accelerate website design, development, and innovation.

"After nearly 30 years in digital marketing, I've witnessed every major evolution of the internet—from the early days of search engines and directories to mobile, social media, and now artificial

intelligence," said Raphi Salem, President of SalemGlobal Digital Marketing. "While SEO remains critically important, 2026 is undeniably the year of AI. Businesses that are not preparing for AI search platforms risk falling behind."

The Rise of AEO and GEO

The launch comes at a pivotal time as consumers increasingly turn to artificial intelligence platforms such as ChatGPT, Claude, Gemini, Perplexity, and others to find answers, recommendations, and service providers.

Traditional Search Engine Optimization (SEO) remains essential, but businesses must now also focus on:

- AEO (Answer Engine Optimization)
- GEO (Generative Engine Optimization)
- AI Visibility Optimization
- Knowledge Graph Development
- Structured Data and Entity Optimization

Even Google has transformed the search experience by prominently featuring AI-generated answers before many users reach sponsored advertisements, map listings, or traditional organic search results.

Consumers are no longer simply searching for "best attorney near me" or "marketing company in my city." Instead, they are asking AI platforms:

- Who are the best litigation firms in the country?
- What are the top digital marketing agencies for law firms?
- Which healthcare marketing companies have the strongest reputation?
- Who specializes in franchise marketing?

The answers generated by AI increasingly influence purchasing decisions.

A New Era of Website Crawlers

The growth of AI has also created a new challenge for website owners. For decades, businesses primarily focused on Google's crawler, Googlebot. Today, websites are being visited by a growing ecosystem of AI crawlers, search engine bots, and data collection systems.

"Along came the spiders," Salem explained. "Businesses now have to understand that there are dozens of AI and search crawlers accessing websites. Some provide tremendous value. Others create unnecessary server load and low-quality traffic."

As part of the new SalemGlobal platform, the company has expanded its expertise in modern robots.txt management, helping clients:

- Invite valuable search and AI crawlers
- Improve discoverability across AI platforms

- Manage crawl budgets more effectively
- Block unwanted or abusive traffic
- Restrict problematic crawler activity from regions known for scraping and malicious bot behavior

New Resources for Businesses

The redesigned website also introduces several new resources designed to help businesses navigate the future of digital marketing, including:

- The 2026 Digital Marketing Guide
- An updated Digital Marketing Assessment Questionnaire
- Expanded Frequently Asked Questions (FAQs)
- A growing library of educational blog content
- New publishing and media opportunities across SalemGlobal's industry-specific properties

The publishing network includes resources serving industries such as Legal, Real Estate, Healthcare, Home Services, Financial Services, Wedding & Event Services, Professional Services, and Franchise Development.

Looking Ahead

As AI continues to reshape how consumers discover businesses, SalemGlobal remains committed to helping organizations stay visible across Google, ChatGPT, Claude, Gemini, Perplexity, and emerging search technologies.

Organizations interested in improving their AI visibility, search rankings, website performance, lead generation, and digital marketing strategy are encouraged to schedule a consultation.

To learn more, visit SalemGlobal.com.

About SalemGlobal Digital Marketing

Founded in 1997, SalemGlobal Digital Marketing helps businesses, law firms, healthcare providers, real estate professionals, and organizations increase visibility through SEO, PPC, reputation management, website development, content marketing, local search optimization, AI optimization, and lead generation strategies. SalemGlobal has been helping clients navigate digital transformation for nearly three decades.

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