



Digital Visibility & SEO

If Google can't find a business, neither can its customers. But search is changing - it's no longer just about ranking on Google. AI tools like ChatGPT, Perplexity and Google's AI Overviews are now answering search queries directly, including recommendations for local businesses and service providers.

91% of Irish internet users now use AI tools to find businesses. Mel helps businesses across Ireland improve their online visibility and show up where it matters - in traditional search results and in AI-generated recommendations.

Digital Visibility & SEO services include:

SEO:

Improving a website's visibility in Google search through on-page optimisation, content strategy, keyword research and technical recommendations.

GEO (Generative Engine Optimisation):

Helping businesses become visible in AI search tools like ChatGPT and Perplexity. This is a new and rapidly growing channel that most Irish businesses are not yet optimising for.

Google Business Profile:

Setting up, claiming and optimising a Google Business Profile so a business appears in local search results and Google Maps.

Content for visibility:

Blog posts, service pages and other content written specifically to improve search visibility and attract the right audience.



Visibility strategy:

A broader plan for improving a business's overall online presence across search, AI and directories.

Mel also offers a standalone [Online Visibility Audit](#) for businesses that want to understand where they stand before committing to ongoing work.

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