



effective
web
solutions

NEWSLETTER

WWW.EFFECTIVWEBSOLUTIONS.BIZ

JULY 2025
BY AMNA RIAZ



The Use of AI in Effective Web Solutions

At **Effective Web Solutions**, we've always believed in staying ahead of the curve - and artificial intelligence (AI) is helping us do just that. AI tools, such as ChatGPT, Gemini and others we utilize behind the scenes, are quietly transforming how we help our clients increase visibility, connect with customers, and stay competitive in a growing online marketplace.

AI. Visibility. Growth.

A Behind-the-Scenes Look at
How We're Using AI to Help
Small Businesses Succeed



01/04

Rank. Reach. Respond.

Smarter Marketing, Built for the Voice-First Future

When someone says “Hey Siri,” “Alexa,” or “OK Google,” we want to make sure your business is what comes up. That’s why we’re building content, campaigns, and strategies that are optimized not just for search engines - but for voice searches too.

Many customers today are finding businesses through voice assistants like Google Assistant, Alexa, and Siri, and those results often pull from featured snippets, People Also Ask (PAA) sections, and well-structured content. That’s why our content strategies are designed to appear in these exact areas. When we create blogs, FAQs, and SEO content, we’re thinking about how it ranks both for humans and for AI tools that serve voice-based queries.

AI Tools That Work Hard Behind the Scenes

We use more than just ChatGPT to get results. While GPT is a core part of our system, we also implement a wide range of AI technologies to help your business show up where it matters most - across websites, search engines, voice platforms, and social media.

For example, our custom AI voice assistants sound human and can handle tasks like:

- Answering FAQs and common objections
- Booking appointments directly onto your calendar
- Managing basic customer service, 24/7

In addition, our AI chat tools work across your website, Facebook, and Instagram - ensuring that every customer inquiry is handled professionally and quickly, no matter where it happens.

Outranking the Competition with Custom Tools

Our in-house tools aren't just content generators - they're fine-tuned for SEO dominance. We use these to optimize blogs, landing pages, and service descriptions that outperform competitor content in rankings, clicks, and engagement.

Many of our clients are already seeing their content appear in Google's People Also Ask (PAA) sections - a key factor in showing up for voice searches and AI-powered answers on platforms like ChatGPT, Gemini, and Alexa.

Are You in the Right Package for Your Industry?

As online competition grows and AI-driven search becomes more important, it's critical to ensure your digital marketing matches your industry's demands. Not all packages include the work needed to show up on platforms like ChatGPT, Siri, and Google voice search. Check in with your project manager or sales rep to make sure your current plan supports your visibility goals.

We're not just here to sell you services - we want to see your business win. But our ability to help you show up in all the right places like Google, voice searches, AI assistants, depends on having the right strategy and resources in place. If you're unsure if you are in the right package for your competition, we're happy to review where you stand and recommend what makes sense for your goals and budget.

JULY CELEBRATIONS



NEW EMPLOYEE - Michael Avina - July 8th 2025



NEW EMPLOYEE - Andrea Clemmons - July 22nd 2025



JULY BIRTHDAY - Mariah Hallberg - July 19th 2018



WORK ANNIVERSARY - Desiree Ibarra - July 24th 2025





General Manager Message

When you stay connected and involved, it gives us the chance to fine-tune your strategy in ways that truly speak to your customers—and show up where it matters, even in today's evolving AI landscape. We're seeing incredible results from clients who continue to share updates and collaborate with our team, and it's making a real difference. If you've been wondering how AI plays into your marketing or how we're using it to boost visibility, we'd love to walk you through it. The more we work together, the more opportunity we have to help your business grow in all the right places.

Newsletter Highlight

Experience our AI Voice Agent live on our homepage—test it out and see how voice AI can enhance customer service for your business!

Let's Build the Future Together

AI isn't just a buzzword – it's a practical, powerful way to grow your business online. From voice assistant visibility to smart content creation, we're using AI to give our clients an edge in every corner of the digital world.

Reach out to us today to learn how we can help you stay competitive and visible with advanced, AI-driven marketing strategies tailored just for you.

Congrats, Robert!



Please join us in congratulating Robert Langley for being named Employee of the Month! Their dedication, positive attitude, and outstanding contributions continue to make a big impact on the team. Thank you for going above and beyond—you set the standard for excellence!