



NEWS WITH EDGE

August 2025 Newsletter

GEO Takeover Edition!

Greetings from Edge!

Welcome to our GEO Takeover, Special Edition of our newsletter!

Traditional SEO alone is no longer a sufficient way of strategizing a boost to your brand's visibility; success now means being cited, sourced and recommended by both human audiences and generative AI.

Our team recently launched new GEO services to help our clients move beyond just being seen, but also be trusted and recognized as industry leaders.

To support our launch, we'd like to share a free, downloadable GEO Tips PDF, filled with actionable steps to accelerate discovery in the era of AI search. [Click here to check it out.](#)

The entire Edge team appeared in the latest episode of our podcast, Edge Unscripted, to talk all things GEO! Check out that discussion [here](#).

Are you heading to [ILTACON](#) in August or [Running Legal Like a Business](#)? Let's connect and chat about how you can amplify your brand for both human audiences and AI-driven platforms.

Please contact me via [email](#), via phone (651.247.7872), or set up a time in my [Calendar](#).

Looking forward to hearing from you,

Amy L. Juers, MBA
Founder and CEO, Edge Marketing, Inc.



EDGE INSIGHT

Edge Marketing Launches GEO Service

The Edge team is proud to announce the launch of our generative engine optimization (GEO) service: a strategic approach to digital visibility that positions clients as trusted sources in today's AI-driven search landscape.

As search engines, voice assistants and chatbots now use artificial intelligence to surface and summarize sources, brands face a new visibility challenge. Traditional SEO alone is no longer sufficient; success now means being cited, sourced and recommended by both human audiences and generative AI.

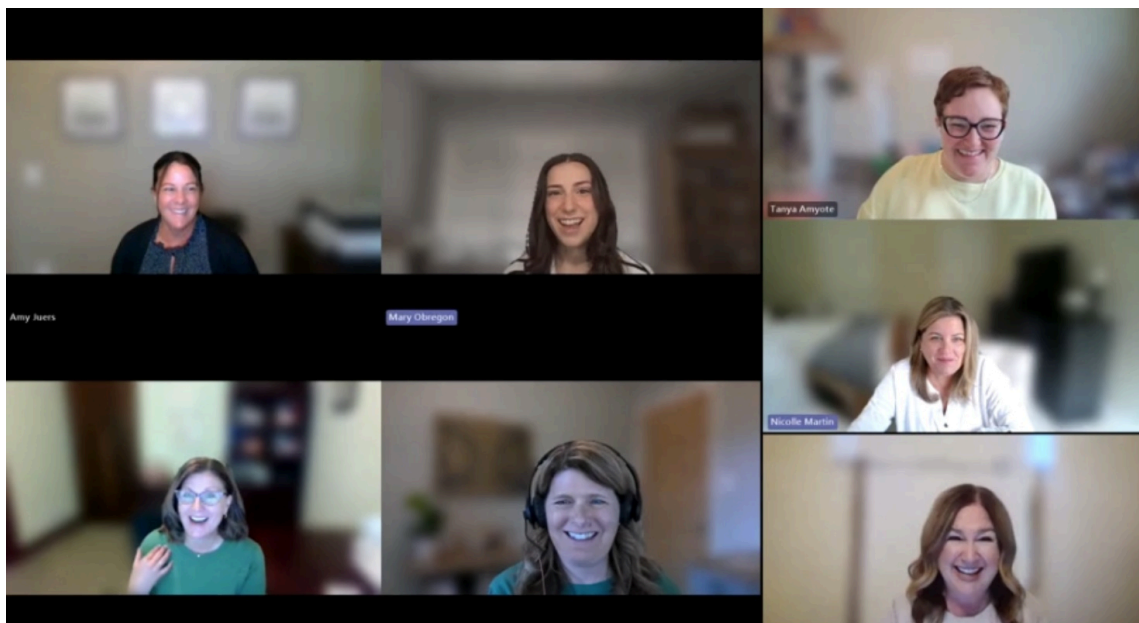
"AI is changing the rules of digital visibility at a breathtaking pace," states Amy Juers, MBA, CEO at Edge Marketing. "With our new GEO service, we're helping our clients move beyond being just seen. We ensure they're cited, trusted and recognized as industry leaders in the moments that matter most."

[CLICK TO READ THE FULL ANNOUNCEMENT](#)



EDGE *Unscripted*

The entire Edge team talks all things GEO in this episode of the Edge Unscripted podcast! [Click to check it out on YouTube!](#)



Is there a topic you'd like our experts to cover, or would you like to showcase your expertise in an upcoming podcast? [Let us know!](#)



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ILTACON

Aug. 10-14, 2025
National Harbor, MD

Running Legal Like a Business

Sep. 2-5, 2025
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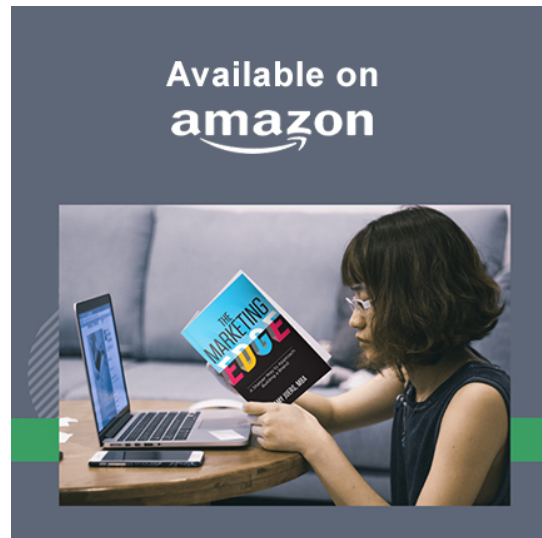
The One Conference & Expo

Sep. 18-19, 2025
Ottawa, ON

"Learn from one of the best!"

With more than 25 years of strategic marketing experience and global practice, Edge Marketing founder and CEO, Amy Juers, recently published her first book, sharing her insight and advice for driving your team and your clients to the next level.

Check out [The Marketing Edge](#),
available on Amazon!



Have your say:

Cast your vote for Edge Marketing and other top vendors serving the nation's legal industry!

New Jersey Law Journal's Best of 2025

Voting closes on August 8, 2025.



Feel free to forward this enewsletter to a colleague,
and contact us with any questions or comments.



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