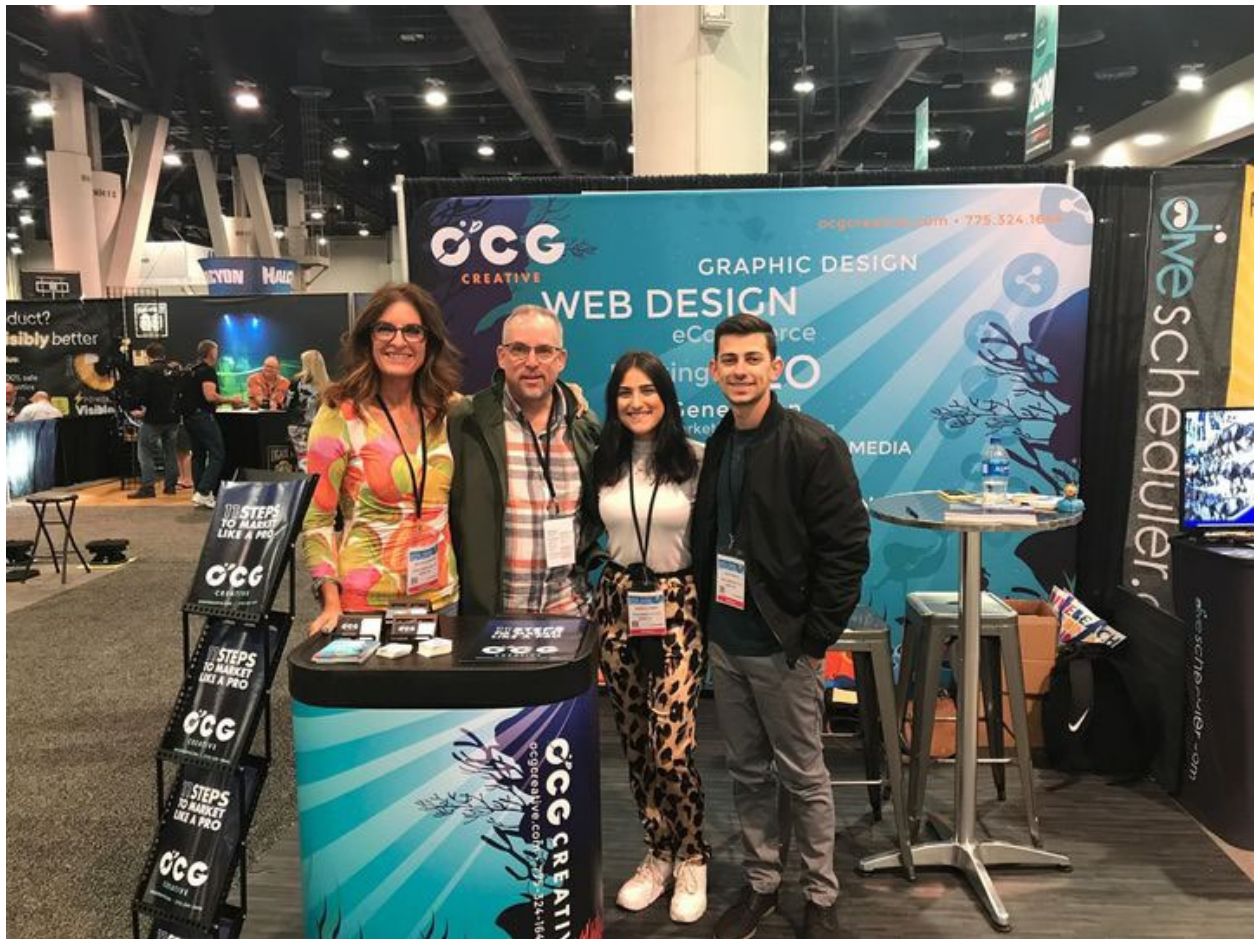




Cracking the Code: AI, Search, and How Customers Really Find You

Presented at DEMA Show 2025 – Orlando, Florida

November 12, 2025 – 3:00 pm

Location: Room W202C

Duration: 45 minutes

Category: Exhibitor Sponsored Seminars

Sponsored by: OCG Creative, LLC

FOR IMMEDIATE RELEASE

Reno, NV – October 27, 2025 – As the dive industry evolves alongside rapid advances in digital search and artificial intelligence, understanding how customers truly find your business online has never been more critical. At this year's DEMA Show in Orlando, **OCG Creative, LLC** will present *“Cracking the Code: AI, Search, and How Customers Really Find You,”* a dynamic 45-minute seminar designed to help dive professionals stay ahead in an era of AI-driven search.

The session explores how AI is reshaping online discovery—from predictive algorithms to smarter, conversational customer queries—and what dive businesses must do to adapt. Attendees will learn how search engines interpret intent over keywords, how user behavior is evolving, and how to refine digital strategies to remain visible and convert new customers.

Key topics include:

- How AI-driven search is transforming visibility for dive retailers, resorts, and training centers
- Practical optimization strategies for websites, content, and user experience
- Real-world tactics to convert digital traffic into loyal customers
- The tools and metrics dive businesses should track to stay competitive as SEO evolves

“This seminar isn’t about buzzwords—it’s about giving dive businesses actionable insight into what’s really happening behind the search box,” says **Joe Ross, MBA**, presenter and President of OCG Creative. “With AI transforming the playing field, the opportunity to be found has never been greater—but the rules have definitely changed.”

Dive professionals, marketers, and business owners looking to future-proof their online presence are encouraged to attend.

About Joe Ross, MBA

Joe Ross is a technical diving instructor, rebreather diver, underwater photographer, and the President of OCG Creative. With decades of experience in both diving and digital marketing, he holds a Master’s Degree in Business Administration and has trained countless divers while leading branding and web strategy for companies in the dive and outdoor industries.



About OCG Creative, LLC

OCG Creative is a Reno-based digital marketing and web development agency specializing in helping dive and outdoor industry businesses grow through intelligent web design, SEO, brand strategy, and data-driven content marketing. A proud DEMA member for over a decade, OCG Creative celebrates its **10th year as an exhibitor** at the DEMA Show in 2025.

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