



Biz | **NEW ORLEANS 500**

Will Scott Named a 2024 Biz New Orleans 500

January 17, 2024

NEW ORLEANS, LA - January 17, 2024 - PRESSADVANTAGE -

Will Scott, CEO and Co-Founder of digital marketing agency Search Influence, has been named one of the most influential, involved, and inspiring business leaders in the New Orleans area for 2024. This accolade, part of Biz New Orleans' prestigious New Orleans 500, spotlights Will Scott as a visionary force within the business community, particularly in the realms of SEO and digital marketing.

The New Orleans 500, an annual publication by Biz New Orleans magazine, profiles the business leaders driving the greater New Orleans economy today and making decisions that will shape the region's future. The latest edition, now available for purchase, offers detailed insights into these influential figures' professional achievements and personal stories, making it an essential read for those seeking a deeper understanding of the 10-parish business community.

A long-time industry veteran, Will Scott is renowned for introducing the concept of "barnacle SEO" in 2008, a term that has become fundamental in the industry. Since putting his first website online in 1994, Will has led teams responsible for creating thousands of websites for business, building hundreds of thousands of pages in online directories, and delivering millions of visits from searches.

As an active faculty member of Local U, Will Scott shares his extensive knowledge through teaching and also contributes to several leading online journals and industry conferences. He has presented at a variety of venues, providing insights that reflect his broad influence and expertise, including the Certified Contractors Network, Louisiana Dental Association, National Association of Senior Move Managers, PubCon, and SMX.

"It's an extraordinary honor to be recognized in the New Orleans 500," said Will Scott. "This accolade is not just for me but for the entire team at Search Influence. Together, we strive to push the boundaries of digital marketing, making every effort to innovate and lead in this ever-evolving industry and the New Orleans area as a whole."

Looking to 2024, Will Scott's efforts remain pivotal in shaping the future of SEO in New Orleans. Beyond leading his digital marketing agency to success, he has established himself as an industry trailblazer in AI and SEO marketing, sharing his expertise at major conferences including PubCon and State of Search. These efforts have propelled Search Influence to the forefront of the digital marketing landscape and redefined industry standards for SEO practices.

Will Scott's inclusion in the 2024 Biz New Orleans 500 underscores his role as an influential figure in the New Orleans business community. His dedication to innovation and excellence in digital marketing, combined with his impactful contributions to education and industry dialogue, marks him as a key architect of the region's economic and technological growth.

For more information about Scott's groundbreaking work at his digital marketing agency in New Orleans, visit <https://www.searchinfluence.com>, call (504) 208-3900, or stop by:

1423 Pine Street
New Orleans, LA 70118

About Search Influence:

Search Influence is a women-owned, ROI-focused digital marketing agency that helps drive prospects into and through the marketing funnel with analytics-backed search engine optimization and paid digital advertising. Founded in 2006, Search Influence's core purpose is to optimize potential. The agency collaborates with well-regarded brands and institutions both nationally and locally in New Orleans. Clients include Tulane University School of Professional Advancement, Tufts University College, Associated Hearing Professionals, New Orleans & Company, and Audubon Nature Institute.

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For more information about Search Influence, contact the company here: Search Influence Angie Scott (504) 208-3900
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Search Influence

Search Influence, a national SEO and digital advertising agency since 2006, delivers demonstrable ROI for clients. Specialties include SEO, Paid Advertising, and Analytics. In-house experts collaborate with clients for results. Also an informative blog.

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