



Search Influence, New Orleans-Based Search Engine Marketing Agency, Named a Finalist in the 2024 US Agency Awards

November 08, 2024

NEW ORLEANS, LA - November 08, 2024 - PRESSADVANTAGE -

Search Influence has been named a finalist for the Best SEO Campaign category in the 2024 US Agency Awards. This accolade recognizes the results of the search engine marketing agency's partnership with Halvorson Plastic Surgery, a leading provider of cosmetic and reconstructive care in Asheville, NC.

Over the past two years, Search Influence and Halvorson Plastic Surgery worked closely to maintain a steady flow of patient inquiries while strengthening the practice's visibility in search. In the nominated SEO campaign, the agency focused on two core objectives: increasing organic search leads and achieving top-five rankings for target keywords related to essential services. Both goals were surpassed, resulting in higher inquiry volumes, improved patient engagement, and greater search visibility both locally and organically.

A combination of targeted SEO strategies drove the campaign's success. Search Influence developed keyword-rich content, including blog posts and webpage updates, designed to meet search intent and elevate

the practice's authority in its specialized fields. Off-site efforts, including press releases, link-building, and citation management, further expanded Halvorson Plastic Surgery's online reach and visibility. Technical SEO enhancements, such as implementing structured schema and refining internal linking, improved the website's accessibility to search engines, boosting its performance. Regular updates and optimizations to the Google Business Profile further increased visibility in local search results, making it easier for potential patients to discover the practice.

"We're proud to partner with Dr. Halvorson to support his growing business and enhance his search visibility," said Alison Zeringue, Director of Account Management at Search Influence. "It's an honor to have our SEO strategies recognized by the 2024 US Agency Awards, and we look forward to helping Dr. Halvorson reach more patients with his expertise and compassionate care."

"It's been great working with Search Influence to improve the design and content on my website and moreover, to boost visibility and rankings through their SEO strategies," added Dr. Eric Halvorson.

The annual US Agency Awards celebrate exceptional work and results across categories including SEO, PPC, public relations, digital marketing, and social media. Agencies of all sizes are evaluated by an expert panel through a rigorous two-stage process. In the first stage, submissions are scored to form a shortlist, followed by a final round to select winners. This year's winners will be announced on November 14 via the US Agency Awards website.

This latest recognition adds to Search Influence's growing list of achievements. In 2023, the marketing agency earned a Silver Award for Best Integrated Campaign at the US Agency Awards and was also shortlisted at the US Search Awards for Best Use of Search B2C & PPC. These honors reflect the agency's commitment to delivering effective SEO strategies that drive sustainable growth and help clients such as Halvorson Plastic Surgery thrive in competitive markets.

Since 2006, Search Influence has partnered with businesses nationwide to expand their reach and achieve their marketing goals. To learn more about the search engine marketing agency's award-winning results and services, visit <https://www.searchinfluence.com/>, call (504) 208-3900, or send inquiries to:

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Search Influence is a woman-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 the Tulane 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 info@searchinfluence.com 1423 Pine St New Orleans, LA 70118

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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