



Search Influence to Present at the 2023 University Professional and Continuing Education Association (UPCEA) MEMS Conference

November 29, 2023

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Search Influence, a New Orleans-based higher education SEO agency, will present at the 32nd annual MEMS (Marketing, Enrollment Management, and Student Success) conference, held from November 29-December 1 at the Hilton Portland Downtown in Oregon.

Organized by the University Professional and Continuing Education Association (UPCEA), this year's MEMS Conference features industry discussions on data-driven strategies to address challenges in higher education marketing, grow enrollment, and support student success.

In their session titled "SEO Straight Talk: True Stories From Your Peers and How They Found Success," Search Influence Director of Sales & Marketing Paula French will speak alongside industry experts Drew Larose from LSU Online & Continuing Education, Christa Payne from the Tulane School of Professional Advancement, and Stephanie Platteter from UMN College of Continuing & Professional Studies.

Together, the presenters will address today's professional, continuing, and online education (PCO) units' lack of effective SEO strategies, which remains a significant challenge in attracting and nurturing new adult learners through the recruitment funnel.

"In recent research completed with UPCEA, we found that 84% of marketing departments see SEO as critical, but only half have an established strategy," said Paula French. "Our goal at the 2023 MEMS Conference is to break down the barriers around achieving an impactful strategy and show exactly how institutions can find SEO success."

Session attendees will gain insights into various SEO strategies successfully implemented by the panelists' respective institutions. These strategies include everything from leveraging blogs to increase conversion rates to using core vitals to measure SEO health. After the session, attendees will walk away with actionable tips and tricks to inform their institution's own SEO strategy.

Each year, the UPCEA MEMS Conference serves as a thought-sharing hub for global leaders in professional, continuing, and online education marketing and enrollment management at colleges and universities across the globe. Now in its 32nd year, the event attracts professionals from various educational backgrounds, focusing on pioneering thought leadership and evolving trends in recruiting and retaining adult learners. The MEMS Conference is uniquely structured to benefit high-level marketers and operational practitioners, offering strategic insights and practical details about the nuances of today's higher education marketing and enrollment.

Search Influence has been a Platinum Partner of UPCEA since 2022. Search Influence works closely with the PCO industry leader to help higher education marketers bridge the SEO gap. Together, the pair collaborated on various groundbreaking webinar presentations, blog posts, and the highly insightful 2023 Higher Education SEO Research Study.

Search Influence is thrilled to join other forward-thinkers at the 2023 UPCEA MEMS Conference, bringing innovative perspectives and solutions to the forefront of higher education marketing. To learn more about the New Orleans agency's work in higher education SEO, visit them online at <https://www.searchinfluence.com>, call (504) 208-3900, or visit:

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About Search Influence:

Search Influence is a women-owned, ROI-focused digital marketing agency that helps institutions drive

prospects into and through the recruitment funnel with analytics-backed strategies that include search engine optimization and paid digital advertising. Search Influence's experts, systems, and technologies for optimizing digital marketing have them ranked among the top local search companies in the United States.

Founded in 2006, Search Influence's core purpose is to optimize potential. They collaborate with well-regarded institutions both nationally and locally in New Orleans. Clients include Tulane University School of Professional Advancement and Tufts University College.

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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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