



## **Digital Marketing Agency Search Influence Announced as Honoree in New Orleans CityBusiness' 2024 Empowering Women Awards**

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Search Influence, a leading digital marketing agency in New Orleans, has officially been named an honoree in the New Orleans CityBusiness 2024 Empowering Women Awards. This prestigious recognition celebrates businesses and organizations devoted to driving women's empowerment in both the workplace and the broader community.

The New Orleans CityBusiness Empowering Women Awards showcase tangible and innovative efforts by for-profit companies to advance gender equality in the New Orleans area. The awards complement long-standing CityBusiness programs that highlight high-achieving women, including Women of the Year, and aim to provide guidance and inspiration to other organizations hoping to emulate the successes of nominees. Judges evaluate companies based on select criteria: recruiting, hiring, and promoting women; offering mentorship programs for women; working toward systemic change to combat inequality; placing women on their board or C-suite; contributing to advancing the cause of women through philanthropic or community endeavors; and providing scholarship assistance to women.

Co-founded by Angie Scott, Search Influence has established itself as a leader in the digital marketing industry, providing services such as search engine optimization and paid advertising. The agency is committed to empowering women daily through its inclusive workplace culture, personal and professional growth opportunities, and comprehensive benefits package. The benefits package includes full-time remote work, flexible schedules, mentor programs, continuing education stipends, dependent care accounts, generous paid time off, and paid parental leave.

Under Scott's leadership, Search Influence has created hiring processes that are accessible and inclusive, such as screening job descriptions for gender bias and incorporating a panel interview process. The agency's competitive compensation structure focuses on the value of the role and the individual's experience, without requesting salary history, recognizing that such information perpetuates salary bias.

Women make up 79% of Search Influence's workforce, and 75% of leadership positions are held by women, each with a minimum tenure of 11 years. From its inception, the digital advertising agency has maintained a leadership team with at least two-thirds women.

"We are honored to be recognized by the New Orleans CityBusiness Empowering Women Awards. At Search Influence, we are deeply committed to creating a workplace where every employee thrives," said Scott. "As a woman-owned and women-led digital marketing agency, we prioritize inclusivity and equity in everything we do. We are proud to be recognized alongside fellow local businesses dedicated to supporting women to reach their full potential. We look forward to continuing and expanding our efforts to empower women in the workplace and in our community."

Search Influence is certified as a WBENC Women's Business Enterprise, with Scott holding majority ownership. The agency has been consistently honored as one of New Orleans' best workplaces, winning New Orleans CityBusiness' Best Places to Work Award four times and The Times-Picayune's Top Workplaces Award twice. This year's recognition further solidifies Search Influence's role as a leader in promoting gender equality and advancing women in the workplace and beyond.

For more information about Search Influence, visit their website or contact the SEO digital marketing company by phone today.

About Search Influence:

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 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 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.*

Website: <https://www.searchinfluence.com/?siembed>

Email: [info@searchinfluence.com](mailto:info@searchinfluence.com)

Phone: (504) 208-3900

