Search Influence to Present at the October 2024 Pubcon Pro Las Vegas Conference

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Search Influence, a New Orleans-based digital marketing agency, announced that two of its experts, CEO and Co-Founder Will Scott and Digital Advertising Manager Jeanne Lobman, will present at the October 2024 Pubcon Pro Las Vegas Conference.

Celebrating its 25th year, Pubcon Pro will take place at the MGM Luxor Hotel in Las Vegas, Nevada, from October 14th to 16th. For three days, thought leaders and industry moguls from across the globe will come together to discuss topics related to October?s theme of Search Chaos. Scott and Lobman will present separate sessions on Wednesday, October 16th, offering a full day of industry insights from Search Influence?s leadership team.

Will Scott will take the stage from 10:30 to 11:20 a.m. to present the session Content Repurposing and Content Generation. As an SEO industry veteran, Scott will share how marketers can leverage artificial intelligence (AI) and large language models (LLMs) to give new life to their existing content. His session is

designed to help content marketers, SEO specialists, and digital strategists work more efficiently by using AI tools to update and transform older content into fresh, engaging formats. Scott will explain how to use AI for content marketing and link-building, showing how repurposing content into new pieces can create valuable opportunities to enhance visibility. Attendees will gain practical knowledge on identifying high-potential content for AI-assisted updates, expanding outdated articles, and optimizing content for SEO performance through AI.

In addition to his Content Repurposing and Content Generation presentation, Scott will participate in several other sessions at the October 2024 Pubcon Pro Las Vegas Conference. The Search Influence CEO will appear at the Pubcon Master Group AI or Die, contribute to the AI Tools and Services - Make and Zapier session, and moderate Technical SEO - Website Replatformings and Migrations, providing attendees with a comprehensive look at how AI is revolutionizing the SEO and broader digital marketing industry.

A frequent speaker at marketing events, Scott expressed his enthusiasm for the conference, saying, ?I'm looking forward to connecting at Pubcon Pro 2024. It?s going to be a great chance to dig into how AI can make a real difference in SEO, digital marketing, and strategy. It?s the perfect place for real, practical discussions on what?s next.?

Jeanne Lobman, digital advertising manager at Search Influence, will present her own session, Integrating SEO and Paid Search Strategies. Lobman?s session, taking place on Wednesday, October 16th, from 3:20 to 4:10 p.m., is geared toward seasoned digital marketers looking to elevate their approach by combining organic and paid search efforts.

In Integrating SEO and Paid Search Strategies, Lobman will explore how a unified strategy, leveraging both SEO and paid search, maximizes traffic, increases ROI, and drives long-term business growth. Lobman will discuss how data from paid search campaigns best informs SEO efforts, creating a more data-driven and efficient marketing approach. Attendees will learn how to create a cohesive keyword strategy that targets high-converting keywords while reducing bid costs. Lobman?s session will also offer insights into content optimization techniques, budget allocation, and the performance metrics necessary for measuring the success of integrated campaigns.

With nearly 15 years of experience in digital marketing, Lobman has established herself as a leading specialist in paid search strategies. At Search Influence, she oversees paid advertising campaigns to ensure they align with clients' business goals, delivering results through data-driven strategies. Her extensive knowledge in paid search and SEO integration makes her a highly regarded digital marketing speaker and trainer.

Together, Scott and Lobman will represent Search Influence with two engaging, high-impact sessions at

Pubcon Pro 2024. Scott?s focus on AI for content repurposing and link-building, combined with Lobman?s expertise in merging SEO and paid search strategies, promises to offer attendees valuable insights and actionable tactics to implement in their own marketing efforts.

For more information about Search Influence?s services and speaking engagements, visit https://www.searchinfluence.com/, call (504) 208-3900, or send inquiries to: Search Influence, 1423 Pine Street, New Orleans, LA 70118

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 School of Professional Advancement, Tufts University College, Associated Hearing Professionals, New Orleans & Company, and Audubon Nature Institute.

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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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