



## Search Influence Launches Higher Education SEO Roadmap

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New Orleans, Louisiana - Higher education search engine optimization agency Search Influence today announced its SEO Roadmap: a new offer for universities and professional education providers. The offer provides institutions with targeted, customized recommendations for a chosen program or degree. Search Influence's SEO Roadmap includes four key components of a comprehensive SEO strategy: keyword research, content strategy, technical SEO, and authority and link building.

This SEO Roadmap allows higher education institutions to experience partnering with Search Influence without a long-term commitment. This provides the opportunity to work with a team with a deep knowledge of higher education, website optimization, search engine algorithms, and content that converts.

"At Search Influence, we get the unique challenges higher education institutions face in digital marketing. Our SEO Roadmap provides a straightforward approach - for one program - to improve visibility with no long-term commitment. With clear, easy-to-implement tactics, schools can start seeing results quickly, with or without

the help of an agency partner." said Search Influence Co-Founder and CEO Will Scott.

This is a brand-new offering from Search Influence, with only two roadmaps offered per month. The introductory rate for this roadmap is \$1,497. For this price, higher education institutions receive an SEO Roadmap for 1 key degree or program (\$3,000 value), an expert review and consultation (\$1,500 value), an SEO Workbook (\$500 value), a Higher Ed SEO Research Study Report, and a meeting to review recommendations with Search Influence.

According to Search Influence and UPCEA's Higher Ed SEO Research Study, 51% of universities don't have an established SEO plan. This shows that many higher ed institutions could benefit from a clear, actionable SEO strategy.

In collaboration with UPCEA, The Online and Professional Education Association, Search Influence has created and executed pioneering research that supports higher education digital marketing. As a Platinum Partner of UPCEA, Search Influence collaborated with the leading association to create the Higher Ed SEO Research Study and the Higher Ed Marketing Metrics Research Report: What Gets Measured Gets Managed, providing valuable insights for UPCEA's network of innovative educators and institutions. Through Search Influence's work with UPCEA, the digital marketing agency supports initiatives that empower institutions to adapt to modern demands and enhance their reach. UPCEA members work tirelessly to reshape higher education, offering impactful programs and resources for lifelong learning.

Universities partner with Search Influence to improve visibility, attract prospective students, and enhance engagement through data-backed digital strategies. Since 2006, Search Influence has been committed to optimizing client potential by focusing on sustainable growth and a clear return on investment. The team leverages search engine optimization, paid advertising, and analytics to help educational institutions achieve their marketing goals efficiently and effectively.

To learn more about Search Influence's SEO Roadmap for higher education and other digital marketing services, visit <https://www.searchinfluence.com/higher-education-digital-marketing-agency/>, call (504) 208-3900, or send inquiries to:

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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 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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