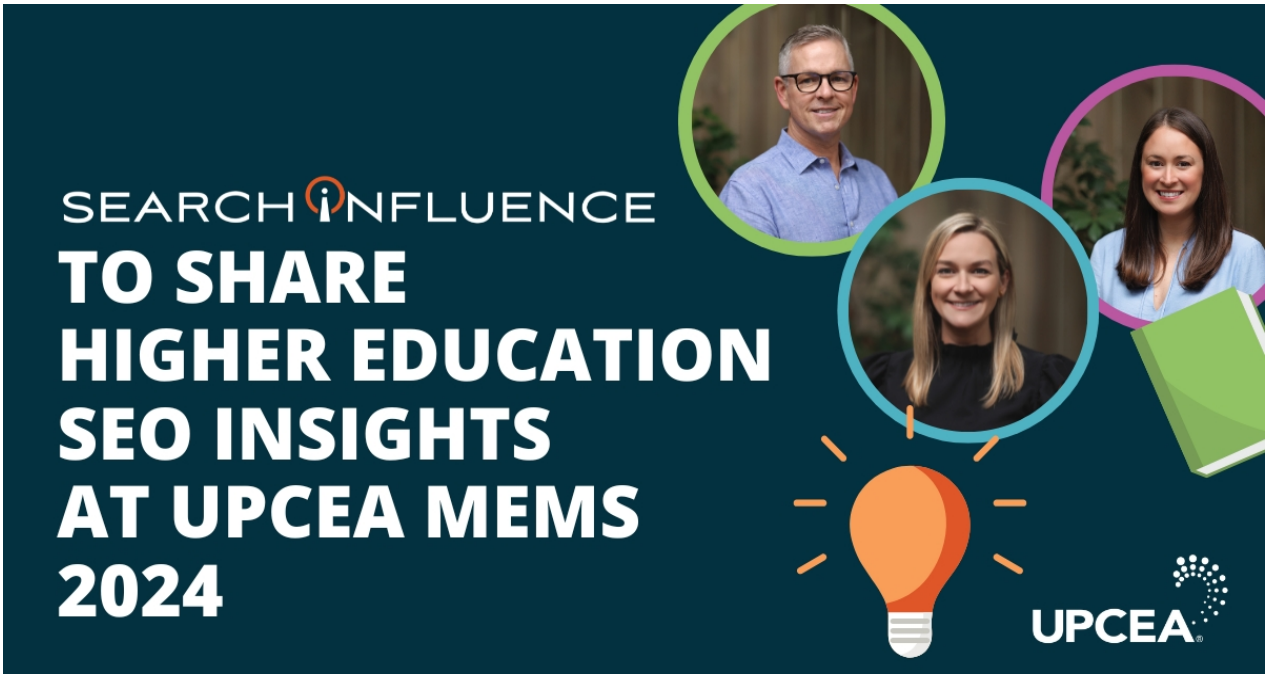

Higher Education SEO Agency Search Influence to Present at the 33rd Annual UPCEA MEMS Conference

November 27, 2024

NEW ORLEANS, LA - November 27, 2024 - PRESSADVANTAGE -
Search Influence will attend and present at the 33rd Annual UPCEA Marketing, Enrollment Management, and Student Success (MEMS) Conference, held December 3?5, 2024, in Philadelphia, PA. This year marks the higher education SEO agency?s third appearance at the event, with representatives Paula French, Director of Sales & Marketing; Jeanne Lobman, Digital Advertising Manager; and Co-Founder and CEO Will Scott in attendance.

French will introduce a Breakfast Briefing and lead two in-depth sessions on December 4. In addition to the presentations, Search Influence will have a booth where attendees can connect with the team and explore resources to help build an effective higher education SEO strategy and enhance broader digital marketing efforts.

French?s first session, ?Practical Magic: How to Navigate 2025 SEO Trends,? will be a 10-minute Industry Insights talk on evolving SEO strategies. This presentation will address changing search behaviors, such as

the rise of Google?s AI Overviews and the increasing use of social media as a search tool. Attendees will learn about the SEO adjustments necessary to enhance visibility and ensure competitiveness as search platforms evolve.

In her second session, ?Visibility is Vital: Maximize Enrollment by Tracking Marketing Metrics,? French will co-present a 30-minute roundtable discussion with UPCEA?s Senior Director of Research & Consulting, Bruce Etter. This session will explore the higher education marketing metrics universities must track to improve enrollment and ROI, based on findings from Search Influence and UPCEA?s recent Marketing Metrics Research Study. The discussion will focus on practical strategies for tracking and using metrics to optimize campaign performance and increase conversion rates across every stage of the enrollment funnel.

At their booth, Search Influence will introduce their new SEO In-House vs. Outsourcing Quiz for higher education marketers. This quiz offers universities personalized recommendations based on the results, categorizing participants as ?Outsourcing Whiz,? ?In-House Hero,? or ?Hybrid Hotshot.? Each category will provide tailored insights on the best approach for managing SEO in a higher education setting. Additionally, attendees can take the higher education SEO Quiz to gain personalized insights on whether to keep their university's SEO in-house or outsource it. They will also have the opportunity to speak with the team on-site about their specific challenges and explore tailored solutions.

?This year has been pivotal for higher education marketing, with many universities seeking to adapt to changing behaviors and demographics. I look forward to sharing insights from our Marketing Metrics Research Study and discussing how marketers can succeed in the evolving landscape of adult learner enrollment,? said French. ?Attendees can visit our booth to take our new SEO quiz for personalized recommendations on the best approach for their institution.?

Each year, MEMS brings together professionals specializing in marketing, enrollment management, and student success in adult, professional, continuing, and online education. MEMS offers sessions and networking opportunities to help universities tackle recruitment, retention, and engagement in today?s evolving higher ed sector. The conference provides a vital forum for leaders and practitioners to share strategies, gain new insights, and explore tools to support institutional goals.

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

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 InfluenceAngie Scott(504) 208-3900info@searchinfluence.com1423 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

Phone: (504) 208-3900

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