



CityBusiness Names Search Engine Marketing Agency Search Influence to the 2024 Best Places to Work List

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Search Influence has been named to the 2024 New Orleans CityBusiness Best Places to Work list. This is the search engine marketing agency's third year in a row receiving this honor and their fifth time overall.

Established in 2003, the New Orleans CityBusiness Best Places to Work list recognizes organizations in the New Orleans area that demonstrate excellence in cultivating exceptional workplace environments. This annual list celebrates businesses of all sizes and evaluates them based on employee satisfaction and workplace benefits.

To qualify for this recognition, organizations undergo a thorough assessment process. The evaluation includes detailed employee surveys measuring satisfaction across key areas such as leadership, corporate culture, role fulfillment, and compensation. In addition, workplace benefits like health care offerings, paid time off, and professional development programs are analyzed to provide a comprehensive view of each company's workplace environment.

Eligibility criteria vary depending on company size. Small businesses are defined as those with fewer than 50 employees, and large businesses are categorized as having 50 or more. Minimum employee survey response rates and consistently high satisfaction scores are required for consideration. The program highlights employers who go above and beyond in supporting their teams, underscoring their commitment to fostering employee success and well-being.

"Being named one of New Orleans CityBusiness Best Places to Work for the fifth year is a tremendous honor," said Angie Scott, Co-Founder and COO of Search Influence. "Together, we've built an environment where every team member feels valued, supported, and empowered to reach their goals. We are incredibly proud of creating a culture that gets great results while prioritizing work-life balance, accommodates flexible schedules, and provides competitive benefits, including generous PTO, paid parental leave, and professional development."

Search Influence, a New Orleans-based digital marketing agency founded in 2006 by Will and Angie Scott, has established itself as a leader in SEO, digital advertising, and analytics. The agency began as a small operation but has since grown to serve clients across industries including higher education, healthcare, and hospitality.

In recent years, Search Influence has established itself as a leading higher education digital marketing agency. In addition to working with top universities nationwide, the agency has collaborated with UPCEA on original research studies, including the 2023 Higher Ed Research Study and the 2024 Marketing Metrics Research Report: What Gets Measured Gets Managed. These studies have provided actionable insights that empower higher education institutions to optimize their marketing strategies. Additionally, team members have shared their expertise at industry conferences including UPCEA MEMS and the UPCEA Annual Conference.

Throughout its evolution, Search Influence has maintained an organizational focus on fostering a supportive and inclusive workplace. With an average six-year employee tenure, the agency demonstrates its commitment to maintaining a constructive work environment. Employees benefit from comprehensive health care options, 401k employee contributions and match, and dependent care accounts, providing resources to assist both professionally and personally.

Search Influence is a woman-owned business with a history of prioritizing advancing gender equity and creating an inclusive workplace for women. Women hold six out of the company's eight leadership positions. The agency's commitment to empowering women was recently acknowledged when it was named a 2024 Empowering Women Award honoree by New Orleans CityBusiness.

To learn about available opportunities to work for an SEO digital marketing company with an award-winning workplace culture, see Search Influence's current job openings, 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 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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