

Search Influence CEO Will Scott to Lead AI-Powered SEO Master Classes at SMX and LocalU Global

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NEW ORLEANS, La., March 7, 2025 ? As AI continues to disrupt the search landscape, digital marketing veteran Will Scott, Co-Founder and CEO of Search Influence, will be at the forefront of the conversation, leading two highly anticipated sessions on AI-driven SEO at SMX?s Master Class series and LocalU Global this March.

Scott, a recognized pioneer in search marketing, will deliver insider strategies on leveraging AI for SEO dominance, guiding marketers through the rapidly shifting world of Generative Engine Optimization (GEO) and AI-powered local search. His sessions will provide actionable insights for businesses and agencies alike, helping them stay ahead of the competition in a dynamic search environment.

On March 10-11, Scott will headline SMX?s Generative Engine Optimization Master Class, a two-day intensive session examining the profound impact of AI-powered search engines like ChatGPT, Perplexity, and Google?s AI-driven models.

Key AI SEO discussion points include how AI-generated content is reshaping search visibility and what marketers must do to adapt; the new rules of keyword strategy in an era where search engines ?think? like humans; tracking AI-driven search performance and staying ahead of evolving ranking factors; and, AI-driven competitive analysis: Assessing how brands can outperform competitors in an AI-first search landscape.

?SEO is no longer just about Google?AI-driven search engines are rewriting the playbook,? said Scott. ?Marketers who fail to optimize for these platforms risk falling behind. This session will provide the blueprint for navigating the future of search.?

Later in the month, on March 26, Scott will take the stage at LocalU Global with his presentation, ?The AI Shortcut to Local SEO Domination.?

The session will decode how AI is revolutionizing local search, giving marketers tactical insights into automating Google Business Profile posts with AI to enhance local visibility; AI-driven video marketing for improved local search engagement; schema markup powered by AI to boost rankings in Google?s evolving search ecosystem; and, scaling local SEO efforts with AI-driven automation.

?As AI reshapes search behavior, local businesses can?t afford to rely on outdated tactics,? said Scott. ?This session is about giving marketers a tactical AI advantage in local SEO?before their competitors catch up.?

With nearly two decades in digital marketing, Scott has consistently been ahead of the curve, from coining the term ?barnacle SEO? in 2008 to pioneering AI search optimization today. As a faculty member of LocalU and a sought-after industry speaker, he continues to shape the future of SEO with practical, results-driven insights that businesses can implement immediately.

Both sessions cater to digital marketers, business owners, and SEO professionals looking to future-proof their search strategies in an AI-dominated world. Attendees will gain actionable takeaways to help them stay ahead in an evolving digital space and ensure they can leverage AI?s capabilities effectively to achieve measurable SEO success.

For more information on Will Scott?s speaking engagements or how Search Influence is helping brands navigate AI-driven digital marketing, visit https://www.searchinfluence.com/ or contact:

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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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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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