

Search Influence to Discuss AI Search and Higher Education Marketing Trends at the 2025 UPCEA Annual Conference

March 20, 2025

NEW ORLEANS, LA - March 20, 2025 -
Search Influence will attend the 2025 UPCEA Annual Conference in Denver, Colorado, from March 24-26, where its team will present the evolving role of AI in search and its impact on higher education marketing.

As universities navigate shifting search behaviors and increasing competition for prospective students, the marketing agency will provide insights into the latest SEO strategies and student recruitment trends. Representing Search Influence at the AI in higher education conference will be Director of Sales and Marketing, Paula French; Director of Operations, Jeanne Lobman; and CEO and Co-Founder, Will Scott. French will lead two sessions on search marketing, while Lobman will moderate a panel discussion on student retention and onboarding.

With AI increasingly influencing how students search for higher education options, institutions must adjust their digital strategies to maintain visibility. On Monday, March 24, French will present ?2025 Recruitment

SEO Trends: Strategic Solutions to Emerging Challenges.? Co-presented with Liz Turchin of the University of Minnesota College of Continuing and Professional Studies, the session will examine how AI-generated search results and social media shape prospects? school choices. The discussion will provide actionable insights into the latest SEO trends and strategies universities can use to effectively align their organic search, paid advertising, and content marketing efforts to reach prospective students.

Another critical decision institutions must face is whether to manage SEO in-house or outsource it to an agency. French will address this challenge on Tuesday, March 25, in ?SEO: In-House or Outsource? That Is the Question.? This 10-minute Industry Insights session will introduce a decision-making framework to help institutions determine whether their resources and expertise support in-house SEO management or if outsourcing is the more effective approach.

"As the pressure to maintain visibility in search increases, universities need to allocate additional resources to SEO to stay competitive. Universities must adapt their strategies for AI-driven search behavior. Working with a specialized agency shortcuts the time to learn and launch new strategies,? said French. ?We look forward to another great UPCEA Annual conference, where we have the opportunity to help universities assess their SEO strategies, determine if outsourcing is the right decision, and support their recruitment goals.?

Beyond search marketing, institutions must also refine their student retention and onboarding approach to support mid-career professionals returning to school. On Tuesday, March 25, Lobman will moderate ?Is It Enough? Using Retention Data to Inform New Student Onboarding Practices.? Featuring Jennifer Murray and Peter August from Fitchburg State University, the session will explore how universities can use retention data to improve communication, close knowledge gaps, and create onboarding experiences that set students up for success.

The UPCEA Annual Conference is the leading event for professionals in online and professional education. It brings together academic leaders, marketing professionals, and enrollment specialists to share insights, discuss industry challenges, and explore innovative strategies for supporting lifelong learning. This year?s conference will feature discussions on marketing and enrollment management, instructional design, alternative credentialing, and other key topics shaping the future of higher education.

In addition to tuning in to the presentations, conference attendees can visit Search Influence at Booth 513 to discuss their SEO needs. For more information about the agency?s higher education marketing services and speaking engagements, call (504) 208-3900, visit https://www.searchinfluence.com/, 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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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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