

Search Influence CEO & Co-Founder Will Scott to Present Future of AI SEO Keynote at the Zenith Marketing Conference

April 03, 2025

NEW ORLEANS, LA - April 03, 2025 -
Search Influence Co-Founder and CEO Will Scott will deliver a keynote presentation titled "AI Isn?t the End ? It?s Your Next Beginning" at the Zenith Marketing Conference on Thursday, April 10, 2025, in Duluth, Minnesota.

This keynote will explore artificial intelligence's pivotal role in shaping the future of search engine optimization (SEO) and digital marketing. Drawing from personal experience overcoming significant health challenges and adapting to the rapid advancements in AI technology, Scott will highlight how marketing professionals can effectively leverage AI SEO strategies to enhance their existing skills and maintain a competitive advantage. Attendees will gain valuable insights into integrating AI-powered analytics with human creativity, empowering marketers to thrive in a dynamic, technology-driven marketplace.

?AI in SEO isn?t replacing marketers ? it?s optimizing their potential,? said Scott. ?When I show people how

to think about these new channels, they light up. They realize their skills do transfer. AI becomes less intimidating and more of a creative amplifier. That confidence is the first step toward staying relevant and getting ahead.?

Celebrating its 12th year, the Zenith Marketing Conference, co-hosted by Aimclear and the Duluth Area Chamber of Commerce, brings together marketing innovators and industry experts to explore cutting-edge tactics and effective tools for digital success. Zenith is dedicated to empowering marketing professionals with actionable strategies for enhancing lead generation, expanding social media reach, and optimizing marketing budgets to achieve measurable results.

Scott is a recognized thought leader in digital marketing and AI SEO, notably credited with introducing the concept of "barnacle SEO" in 2008. As Co-Founder and CEO of Search Influence, which he established alongside his wife Angie, Scott has significantly influenced digital marketing practices with his forward-thinking approach and innovative solutions. His diverse professional background, including a degree in Architecture from Tulane University, informs his holistic perspective on problem-solving and strategic growth. A regular speaker at industry-leading events such as Pubcon, SMX, and previous Zenith conferences, Scott?s engaging presentations continue to inspire marketing professionals worldwide.

Search Influence, an AI SEO agency, specializes in utilizing advanced artificial intelligence technology to deliver impactful digital marketing solutions. The agency's expertise extends across SEO, digital advertising, analytics, and lead tracking. Founded on a commitment to strategic excellence, Search Influence offers customized end-to-end marketing strategies designed to attract targeted audiences and boost conversions. From its modest origins, the agency has grown into a nationally recognized authority, continuously advancing its methods to keep clients competitive in evolving digital spaces.

Search Influence specializes in higher education and healthcare marketing. The agency's targeted marketing strategies drive student enrollment for educational institutions and patient acquisition for healthcare providers. By leveraging deep industry knowledge and innovative digital tools, Search Influence consistently delivers customized solutions that foster growth and achieve measurable outcomes for clients within these critical sectors.

To learn more about Search Influence and Scott's digital marketing expertise, 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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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.

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