

Will Scott Presented ?5 Key Insights for Mastering Generative Engine Optimization? at SMX Advanced Boston

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Will Scott, AI SEO expert and Co-Founder and CEO of Search Influence, took the stage at SMX Advanced Boston to share expert insights on one of the most significant shifts in digital marketing: generative engine optimization. His session, ?5 Key Insights for Mastering Generative Engine Optimization,? was held on Friday, June 13, from 1:45 to 2:15 PM ET.

As AI-powered search continues to reshape how users discover content, marketers are facing a new set of challenges ? and opportunities. In this fast-paced, tactical session, Scott addressed how AI SEO is changing the rules of search, with platforms like Google AI Overviews, Bing Copilot, Perplexity, and ChatGPT Search fundamentally altering how visibility is earned. The session was designed to help marketers adapt their strategies to meet the demands of these evolving AI-driven search environments.

The emergence of AI SEO has prompted a dramatic shift away from traditional keyword-matching techniques

toward systems that prioritize structured data, entity recognition, and conversational relevance. As Scott explained, visibility in this new search landscape depends on a marketer?s ability to align content with recognized entities, reinforce credibility through trusted sources, and optimize for summarization engines rather than just search engine results pages.

During his talk, Scott outlined five practical strategies that SEO professionals can use to remain competitive in the age of generative AI. From structuring content for AI summarization to evaluating performance through AI SEO tracking tools, attendees gained actionable steps they can implement immediately. His presentation offered not only clarity on the technical aspects of generative engine optimization but also real-world examples to guide content and search strategies moving forward.

?AI-driven search is redefining SEO, and marketers must evolve to thrive in this new environment,? said Scott. ?The great news is that good SEOs are already one step ahead. With a focus on entities, the knowledge graph, and building authority, AI SEO expertise is an extension of tools and tactics we already know.?

Scott brings more than 20 years of experience in the digital marketing industry and has long been recognized for helping businesses navigate the ever-changing world of search. In 2006, he co-founded Search Influence, a New Orleans-based digital marketing agency, alongside his wife, Angie. Under his leadership, the agency has helped thousands of clients grow through effective SEO and paid digital advertising strategies. Scott is also credited with coining the term ?barnacle SEO? in 2008, a tactic still widely referenced and practiced by SEO professionals today.

This wasn?t Scott?s first deep dive into the future of AI and SEO. Earlier this spring, he led a two-day Generative Engine Optimization Master Class through SMX, offering marketers in-depth training on entity-based content, technical structure, and performance evaluation for AI-generated search. He also recently shared streamlined strategies for local SEO in an AI-driven landscape at LocalU Global.

In addition to leading Search Influence, Scott remains an active voice in the SEO community. He regularly contributes to digital marketing publications and is a frequent speaker at industry events such as Pubcon, where he explores the intersections of technology, strategy, and visibility in search.

Scott?s latest session at SMX Advanced Boston offered marketers a rare opportunity to gain tactical knowledge from one of the field?s most experienced professionals. With generative engine optimization quickly becoming an essential part of the SEO toolkit, this session was a must-attend for anyone looking to maintain relevance in AI-generated search results.

For more information about Scott?s work with AI and SEO, 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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