



## **Search Influence Earns 9th Inclusion on 2025 Inc. 5000 List, Highlights AI SEO Expertise as a Driver of Sustained Growth**

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Search Influence, a New Orleans-based digital marketing agency, has been named to the 2025 Inc. 5000 list of America's fastest-growing private companies, ranking 2,211. This marks the ninth time the company has appeared on the list since first being recognized, placing it among a select group of independent businesses achieving repeated national recognition for sustained growth.

The Inc. 5000 list, compiled annually by Inc. magazine, ranks companies based on percentage revenue growth over a three-year period. To qualify, businesses must be privately held, for-profit, and based in the United States, with minimum revenue requirements met in the base and most recent years. This year's honorees represent a broad range of industries and reflect the resilience of independent businesses navigating shifting market conditions.

Founded in 2006, Search Influence has grown steadily by adapting to significant changes in search

technology and consumer behavior. In recent years, the company has integrated artificial intelligence into its search optimization practices, a discipline widely referred to as AI SEO. These strategies are designed to help clients appear in both traditional search rankings and in emerging AI-generated overviews that are becoming increasingly common in search results.

?This is our ninth time on the Inc. 5000, and it's a testament to the adaptability and commitment of our team,? said Will Scott, CEO of Search Influence and recognized in the industry as an AI SEO expert. ?While the search landscape has changed dramatically, leaning into AI SEO has helped our clients maintain visibility and growth, even as many marketing agencies have faced challenges. In areas like higher education marketing, where competition for attention is intense, these approaches have made a meaningful difference.?.

AI SEO requires optimizing content so it is understood and surfaced not only by traditional search algorithms but also by artificial intelligence systems that deliver synthesized answers. This involves an emphasis on semantic relevance, entity recognition, and content structures that align with how AI models interpret and present information. Search Influence applies these principles alongside its work in paid advertising, analytics, and content strategy.

The agency's sustained growth over nine Inc. 5000 appearances reflects its ability to respond to industry changes. In higher education, for example, Search Influence has developed targeted Higher Ed SEO strategies that incorporate AI SEO principles to help institutions connect with prospective students in the ways they now search for academic programs and campus experiences.

Industry analysts note that the marketing sector has undergone significant change in recent years. Agencies have had to contend with evolving technology, tighter budgets, and a greater demand for measurable performance. By adopting new search optimization methods early and refining them over time, Search Influence has positioned itself to navigate these challenges.

The Inc. 5000 list offers a data-driven look at the most successful companies within the U.S. economy's most dynamic segment ? independent small and mid-sized businesses. Past honorees include companies that have become widely recognized brands, and repeat appearances on the list are considered an indicator of sustained operational and strategic success.

For more information about Search Influence, call (504) 208-3900, visit <https://www.searchinfluence.com/>, or send inquiries to:

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## About Search Influence:

Search Influence is a digital marketing agency headquartered in New Orleans, Louisiana. Since 2006, the company has worked with businesses and institutions across the United States to improve their online visibility through search engine optimization, online advertising, and analytics. With a growing emphasis on AI SEO and higher ed SEO, Search Influence develops strategies to help clients adapt to changes in search technology and consumer behavior. More information is available at <https://www.searchinfluence.com>.

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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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