

Will Scott to Lead Generative Engine Optimization Master Class at SMX Online

February 23, 2026

NEW ORLEANS, LA - February 23, 2026 -
Will Scott, Co-Founder and CEO of Search Influence, will return to SMX Online on Tuesday, April 14, 2026, to lead a full-day Generative Engine Optimization (GEO) Master Class. The live, online session will take place from 11:00 a.m. to 4:45 p.m. ET and will also be available on demand following the event.

Will Scott?s previous GEO Master Class was the best-selling Master Class in SMX Online history, reflecting growing demand among search and content professionals for practical guidance on how artificial intelligence is reshaping search visibility. As platforms such as Google AI Overviews, ChatGPT, and Perplexity increasingly influence how users discover information, marketers are seeking clarity on how to adapt established SEO strategies without sacrificing performance.

The upcoming Master Class is designed to address that challenge directly. The agenda focuses on how generative engines process, evaluate, and cite content, and how those systems differ from traditional search engines. Attendees will explore the fundamentals of Generative Engine Optimization, including entity

relevance, citation signals, and content structure, alongside methods for maintaining strong SEO foundations.

Throughout the day, participants will learn how to optimize content for AI-driven platforms while still meeting traditional search requirements. Sessions will cover keyword evolution and natural language optimization, competitive analysis for AI visibility, brand authority and trust signals, and measurement techniques for tracking performance across AI systems and standard search results. The course also includes hands-on analysis and practical examples drawn from real-world use cases.

?Generative search changes how content is selected and summarized, but it doesn?t replace the need for strong fundamentals,? said Will Scott. ?What?s changed is the way those fundamentals are interpreted by machines. This Master Class is about understanding those systems well enough to make deliberate, informed decisions so your content remains visible, credible, and useful as AI continues to evolve.?

The Master Class is aimed at SEO professionals, content strategists, and digital marketers with several years of experience who want to expand their expertise into AI-driven optimization. It is particularly relevant for agency professionals, in-house marketing teams, and organizations responsible for managing large or complex content ecosystems.

AI SEO expert Will Scott brings more than two decades of experience in search and digital marketing to the program. He is widely known for coining the term ?barnacle SEO? and has spoken at numerous industry conferences, including SMX, PubCon, and Local U. As CEO of Search Influence, he leads teams delivering data-driven, AI-enhanced SEO strategies for organizations in higher education, healthcare, hospitality, and other regulated industries. He holds a degree in architecture from Tulane University, a background that informs his systems-based approach to online visibility.

The training is part of SMX Online?s broader Master Class program, which is designed to deliver focused, single-day instruction led by experienced practitioners. SMX Master Classes emphasize actionable tactics that attendees can implement immediately, rather than extended multi-week courses that may be difficult to fit into busy schedules. Participants who attend live will also have access to extended question-and-answer sessions throughout the day, allowing for in-depth discussion of specific challenges and scenarios.

In addition to the GEO Master Class, SMX Online offers opportunities for cross-training across multiple search marketing disciplines. Marketers who register for more than one Master Class can attend sessions on different days and receive a bundled registration discount, supporting a more integrated approach to search, content, paid media, and analytics.

Registration for the Generative Engine Optimization Master Class is now open. The course fee is $199 and includes live access and on-demand viewing.

About Search Influence:

Search Influence is a woman-owned, ROI-focused digital marketing agency that helps institutions drive prospects into and through the recruitment funnel with analytics-backed strategies, including organic and AI SEO 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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