



AI SEO Expert Will Scott to Address AI Search Strategies at Group Practice Pro Annual Retreat

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Will Scott, CEO and co-founder of Search Influence, will present at the Group Practice Pro 5th Annual Retreat in Charleston, S.C., on Apr. 28, 2026. Scott's session, "AI and Search: What Group Practice Owners Need to Know Now," runs from 9 to 10:45 a.m. and is designed for leaders of large mental health group practices who are contending with fundamental changes in how prospective clients find care online.

The retreat takes place Apr. 27-30 at The Lindy Renaissance Charleston Hotel and draws approximately 30 attendees from the Group Practice Pro community, which includes roughly 90 mental health group practices across the country. The event is organized by William "Billy" Schroeder, founder of Just Mind in Austin, Texas, and Julie Quimby, Ph.D., of Psychology Specialists of Maine. Other presenters at the retreat include professionals specializing in practice acquisitions, outcomes-based referrals, and operational scaling, reflecting the broad business pressures facing multi-clinician practices today.

Mental health group practices are navigating a competitive environment that has shifted considerably in

recent years. The rise of private equity-backed behavioral health companies has raised the stakes for independent and mid-size groups, many of which are generating between \$2 million and \$20 million in annual revenue. At the same time, AI is changing how search engines surface providers, meaning practices that relied on traditional SEO strategies or word-of-mouth referrals are increasingly at risk of losing digital visibility to better-resourced competitors.

"Group practice owners are dealing with a very real shift in how clients find care online, and AI is accelerating that change," said Scott. "This session is built to give practice leaders specific, actionable steps, not theory, so they can compete effectively, even against well-capitalized competitors."

Scott's session covers the mechanics of what is actually changing in search and why AI-generated results are reshaping visibility for healthcare providers. Attendees will learn which digital strategies are losing effectiveness, which are becoming more important, and how to prioritize search investment without requiring an enterprise-level marketing budget. The session is intended to move beyond general digital marketing education and into the practical decisions that practice owners and administrators face when managing a competitive local and regional presence.

As an AI SEO expert with more than 30 years of experience in search and digital marketing, Scott is well-positioned to address the gap between technical SEO knowledge and operational decision-making for practice owners. He coined the term "Barnacle SEO" ? a strategy that helps smaller organizations gain search visibility by associating with high-authority online platforms ? and currently teaches the AI SEO Masterclass at SMX, one of the search industry's most recognized conferences and training programs. Scott speaks internationally on the intersection of AI and search, with a particular focus on how organizations without large marketing teams can maintain and grow their digital presence as AI continues to evolve.

"The group practice space has reached an inflection point," Scott said. "Owners who understand how AI is influencing search results right now will be far better positioned to make good decisions about their marketing ? and to hold their own against groups that are outspending them."

For more information about Scott's work with AI SEO, call (504) 208-3900 or visit <https://www.searchinfluence.com/>.

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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