

Search Influence Celebrates 20th Anniversary as ROI-Focused Digital Marketing Agency

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NEW ORLEANS, LA - June 29, 2026 -
Search Influence, a New Orleans-based digital marketing agency specializing in SEO, AI search optimization, and paid digital advertising, is celebrating its 20th anniversary this year. Founded in 2006 by Will Scott and Angie Scott, the woman-owned firm has spent two decades helping higher education institutions, healthcare organizations, and hospitality brands reach their audiences and demonstrate return on every marketing dollar spent.

The SEO agency launched in the aftermath of Hurricane Katrina, helping a local chiropractor restore his practice through organic search visibility. That early result established the principle that has continued to guide Search Influence: connect the right audience to the right business, measure what it produces, and results follow.

That commitment to measurable outcomes has defined the agency through every major shift in digital marketing. Search Influence built its reputation on revenue attribution at a time when most agencies were still

reporting on clicks, developing analytics frameworks that traced campaigns to actual business outcomes for clients, including cultural institutions, universities, and healthcare providers across the country. That accountability standard has shaped every client engagement since.

The digital advertising agency has also contributed to the broader search marketing field. Will Scott, who has led Search Influence as CEO since its founding, introduced strategic concepts such as ?Barnacle SEO? that were adopted widely across the industry, served as a founding faculty member of LocalU to help define best practices in local search, and guided the agency into paid search and social media advertising ahead of most competitors. Search Influence has held Google Premier Partner status, a designation earned by a small percentage of agencies based on performance and product expertise, and today works with clients nationwide and in its home market, New Orleans.

"Starting a company is a leap of faith. Keeping it going for twenty years is a team effort," said Angie Scott, COO and co-founder of Search Influence. "We've had remarkable clients and a remarkable team. That's not something you take for granted."

"Get the right people to find you, and the rest follows,? said Will Scott, CEO and co-founder of Search Influence. ?That was true in 2006, and it's still true now as search moves toward AI-generated results and new discovery platforms. What changes is how we get there."

Today, Search Influence helps clients navigate an evolving search world that increasingly includes AI-generated results, large language model (LLM) recommendations, and emerging discovery surfaces alongside traditional search engines. The same methodology that defined the agency's analytics work in its early years now drives its approach to AI SEO, ensuring clients appear where their audiences are actually searching.

The agency is marking its anniversary with a year-long campaign documenting the milestones that shaped its first two decades, available at 20years.searchinfluence.com. For more information about Search Influence and its services, visit 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, Louisiana. Clients include the Tulane School of Professional Advancement, Tufts University College, Associated Hearing Professionals, New Orleans & Company, Greater Baton Rouge Signs, 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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