Search Influence Named to New Orleans CityBusiness?s 2025 Best Places to Work List

December 12, 2025

NEW ORLEANS, LA - December 12, 2025 -
Search Influence, a woman-owned AI SEO marketing agency based in New Orleans, has been named to the New Orleans CityBusiness 2025 Best Places to Work list in the Small Company category. This is the agency?s fourth consecutive year receiving this honor and its sixth time overall, underscoring a long-term commitment to employee well-being, professional growth, and a healthy workplace culture.

The Best Places to Work program evaluates companies through a two-part process that includes an employer questionnaire and an anonymous employee survey measuring satisfaction across key areas such as leadership, communication, role satisfaction, and benefits. To be selected, companies must meet minimum survey response requirements and receive strong employee satisfaction scores. Each year, the program highlights organizations that cultivate trust, engagement, and consistency, all qualities that Search Influence continues to demonstrate through its internal initiatives and long-standing focus on transparency and accountability. This year?s results reflect not only positive ratings but also high participation from team members, demonstrating strong engagement across departments.

Founded in 2006 by Angie and Will Scott, Search Influence is approaching its 20th year in business, a

milestone that highlights both organizational longevity and significant shifts in the digital marketing landscape. Over the last two decades, the agency has grown from a small, New Orleans?based startup into a nationally respected firm that supports higher education institutions, healthcare organizations, and other mission-driven industries across the U.S. Throughout these transitions, the company has prioritized staying ahead of industry evolution, particularly as AI-powered search capabilities reshape how organizations manage visibility and digital performance.

Today, the agency provides SEO, paid media, and AI search optimization services designed to help clients navigate the complexity of generative search engines, changing consumer behaviors, and emerging AI-driven ranking factors. This blend of traditional and AI-forward marketing expertise reflects the company?s broader commitment to innovation, adaptability, and continuous learning.

Women hold the majority of leadership roles within the organization, including directors overseeing account management, operations, and sales and marketing. This leadership structure reflects the company?s intentional approach to representation and talent development. Search Influence also maintains the IDEA (Inclusivity, Diversity, Equity, and Awareness) Committee, an employee-created group that facilitates ongoing programming around inclusivity, diverse perspectives, and community-building. Through discussion-based events, shared resources, and employee-led initiatives, the IDEA Committee plays a key role in supporting a welcoming environment in which team members feel encouraged to contribute and grow.

The agency operates fully remotely and offers flexible schedules, paid parental leave, movable holidays, 401(k) contributions with employer match, and continuing education opportunities. These benefits are designed to support long-term career development alongside personal well-being, especially in a field that evolves rapidly. Search Influence?s remote-first model has also allowed the agency to recruit talent from a wider geographic base, strengthening the team with broader experiences and viewpoints. Together, these policies and cultural investments contribute to the positive employee feedback recognized in this year?s evaluation.

?As we move into our twentieth year, this recognition is an important reflection of the culture our team continues to build,? said COO and Co-Founder Angie Scott. ?The digital marketing industry is changing rapidly, especially with the rise of AI-powered search, but our people remain at the center of our work. We?re grateful for their commitment and proud to be included among this year?s honorees.?

The 2025 Best Places to Work honorees will be featured in a special edition of New Orleans CityBusiness later this year.

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.

Media Contact: Search Influence 1423 Pine Street New Orleans, LA 70118 (504) 208-3900 www.searchinfluence.com

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For more information about Search Influence, contact the company here:Search InfluenceAngie Scott(504) 208-3900info@searchinfluence.com1423 Pine St New Orleans, LA 70118

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.

Website: https://www.searchinfluence.com/?siembed

Email: info@searchinfluence.com

Phone: (504) 208-3900