Digital Marketing Agency Search Influence Named 2026 CityBusiness In the Lead Honoree

September 15, 2026

NEW ORLEANS, LA - September 15, 2026 -
Search Influence, a New Orleans-based digital marketing agency, has been named a 2026 honoree in New Orleans CityBusiness' In the Lead: Best Women-Owned Businesses awards.

The In the Lead: Best Women-Owned Businesses program recognizes companies that are entirely or substantially owned by women and based in the greater New Orleans area, including franchises or subsidiaries of national companies where the local operation is women-owned. Honorees are evaluated against a range of criteria, among them revenue or employee growth, a track record as an early entrant into a sector traditionally dominated by male-owned companies, strong employee morale and workplace support programs, consistent community engagement, industry leadership, and responsibility for a notable product or business innovation. Search Influence will be featured alongside this year's other honorees in a special section of CityBusiness' print publication and an accompanying online feature.

This marks the second consecutive year Search Influence has been named to the list, following its

recognition as a 2025 In the Lead honoree. The agency has been women-owned since its founding in 2006 by Angie Scott and Will Scott, who continue to lead the company today.

"This recognition means a lot because it's coming from our own community," said Angie Scott, co-founder and chief operating officer of Search Influence. "Search Influence started here in New Orleans, and being named to the In the Lead list alongside so many women building strong businesses in this city is a real honor. It's a reflection of the team we've built and the standards we hold for the work we do."

Search Influence began as a local search engine optimization firm in New Orleans and has since grown into a full-service digital marketing agency serving clients nationally, with a focus on organic and AI search optimization, paid digital advertising, and marketing analytics. The agency works with organizations across several industries, including higher education, healthcare, and hospitality, and has built a client roster that includes Harvard University, New Orleans & Company, and Audubon Nature Institute.

Search Influence has also built a reputation within the higher education marketing sector in particular, where it holds a platinum partnership with the Online and Professional Education Association. Through that partnership, the agency has co-produced multiple rounds of original research examining how prospective students, including working adult learners, search for and evaluate degree and certificate programs. That research has informed the agency's broader approach to helping institutional and business clients alike stay visible as search behavior shifts toward AI-driven tools.

The agency's growth has coincided with a broader shift in how businesses approach search visibility, as artificial intelligence tools increasingly shape how prospective customers discover and evaluate companies online. Search Influence has positioned itself amid that shift, developing services to help clients maintain visibility across traditional search engines and AI-generated search results, while continuing to serve the New Orleans business community where the agency was founded two decades ago.

Search Influence's inclusion in this year's list adds to the number of recognitions the agency has received throughout its history in New Orleans, including previous CityBusiness honors and its designation as a Google Premier Partner.

Additional information about Search Influence, including its history and client work, is available on the agency's website. Information about the CityBusiness In the Lead awards program is available through CityBusiness.

About Search Influence

Search Influence is a woman-owned, ROI-focused digital marketing agency that helps drive prospects into and through the marketing 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: Harvard University, New Orleans & Company, and Audubon Nature Institute.

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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.

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