Search Influence Named Finalist for Best SEO Campaign at the 2025 US Agency Awards

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NEW ORLEANS, LA - December 03, 2025 -
Search Influence, a New Orleans?based higher education digital marketing agency, is a Finalist for Best SEO Campaign at the 2025 US Agency Awards. The recognition honors the agency?s AI-driven initiative, The Art of AI SEO, developed with Maine College of Art & Design (MECA&D). This marks the second consecutive year Search Influence has been shortlisted, following its 2023 Silver Award win for Best Integrated Campaign.

The nominated campaign directly supported MECA&D?s launch of three new online graduate certificate programs. Faced with a highly competitive market dominated by larger regional universities, the campaign?s main focus was to increase MECA&D?s visibility across traditional search engines and AI-powered search platforms. Search Influence adopted an AI-first strategy specifically to make MECA&D?s programs easier to discover, to build clear authority for the new offerings, and to contribute to enrollment growth through advanced higher ed SEO tactics.

The campaign emphasized AI search visibility by implementing semantic content signals, schema markup, and a structured topical architecture to help AI systems retrieve and cite MECA&D?s program pages.

Search Influence incorporated best practices conducive to inclusion in AI-generated search platforms.

On MECA&D?s website, the agency introduced program-page enhancements, including embedded video, clarified messaging, and improved user pathways. These updates were intended to streamline the research and decision-making experience for prospective students. The content development phase included keyword-driven blogs, instructor spotlight features, and high-salience academic program pages aimed at increasing authority within MECA&D?s core disciplines.

The campaign delivered standout results: MECA&D surpassed enrollment goals by 77%, saw website sessions increase by 171%, and achieved a 3,894% rise in ranking keywords. Its three online programs also gained AI search visibility, giving MECA&D an edge among prospective students who use AI tools.

Search Influence continues to expand its role as a technical leader in higher ed SEO, particularly as the industry adapts to rapid advancements in AI-driven search. The agency?s CEO and Co-Founder, Will Scott, is regarded as a national authority on AI SEO and serves as the instructor for the SMX Master Class on Generative Engine Optimization. Search Influence?s long-standing emphasis on structured data, semantic architecture, and AI-oriented content strategy has been a distinguishing factor in its work with colleges and universities.

The announcement of the award shortlist follows the release of Search Influence?s 2025 AI Search in Higher Education Study, which examines how prospective students use AI tools to research programs and evaluate institutions. The findings highlight trends in AI citations, tool usage frequency, and visibility indicators needed for colleges and universities to remain competitive in AI-driven search environments.

?Being named a finalist for Best SEO Campaign is an honor, and we?re grateful for the recognition. This nomination reflects the strength of our partnership with Maine College of Art & Design and the hard work our team has put into understanding how AI is reshaping search,? said Search Influence Co-Founder and CEO, Will Scott.

Winners of the 2025 US Agency Awards will be announced in November. Learn more at 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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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