Search Influence Named One of 2025?s Best Women-Owned Businesses by New Orleans CityBusiness

September 25, 2025

NEW ORLEANS, LA - September 25, 2025 -
Search Influence is proud to announce that it has been named one of the 2025 In the Lead: Best Women-Owned Businesses honorees by New Orleans CityBusiness. The special section, profiling recognized companies, will appear in the September 19, 2025, issue of CityBusiness.

The recognition highlights Search Influence?s growth as a nationally recognized digital marketing agency and its commitment to creating a workplace where women lead, innovate, and thrive.

This honor follows their recognition as an honoree in the 2025 CityBusiness Empowering Women Awards and builds on their legacy of being named five times to the publication?s Best Places to Work list.

CityBusiness evaluates honorees based on business performance, innovation, workplace culture, and community engagement. Search Influence?s story reflects each of these qualities, with 75% of its leadership and 79% of its team comprised of women. The agency?s culture emphasizes mentorship, inclusion, and opportunity, offering flexible schedules, paid parental leave, and professional development programs

designed to help employees grow personally and professionally.

From its beginnings in a spare bedroom to its current standing as a nationally recognized agency, Search Influence has always believed that people are the foundation of lasting growth.

The company invests in the community by hosting YouthForce interns each year, helping mentor the next generation of women interested in business, technology, and marketing.

This award also highlights Search Influence?s role as a digital marketing innovator. The agency has been an early adopter of AI SEO strategies, ensuring clients appear in AI-powered search results like Google?s AI Overviews and conversational assistants. By combining these forward-thinking approaches with data-driven digital advertising and email marketing, Search Influence continues to deliver measurable results that keep clients competitive in a rapidly evolving digital environment.

?Being recognized as one of the Best Women-Owned Businesses in New Orleans is a powerful reminder of why we do what we do,? said Angie Scott, Majority Owner and COO of Search Influence. ?We?ve built a company where women thrive at every level, and where innovation and inclusion go hand in hand. This honor is a testament to the strength of our team, the trust of our clients, and the belief that when women lead, businesses and communities grow stronger.?

As AI, search, and digital advertising continue to reshape the marketing landscape, Search Influence remains committed to helping clients thrive through strategies that blend human creativity with advanced analytics.

This recognition by CityBusiness underscores the agency?s belief that innovation, inclusion, and community commitment are the true drivers of long-term success.

Search Influence

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About Search Influence:

Search Influence is a woman-owned, ROI-focused digital marketing agency that helps drive qualified prospects into and through the marketing funnel with innovative, analytics-backed search engine optimization and paid digital advertising solutions. Founded in 2006, Search Influence?s core purpose is to optimize potential and empower sustainable growth. The agency collaborates with well-regarded brands and institutions both nationally and locally in New Orleans, delivering measurable strategies carefully tailored to each client?s specific business goals. Clients include the Tulane School of Professional Advancement, Tufts University College, Associated Hearing Professionals, New Orleans & Company, and Audubon Nature Institute, among many other respected partner organizations.

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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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