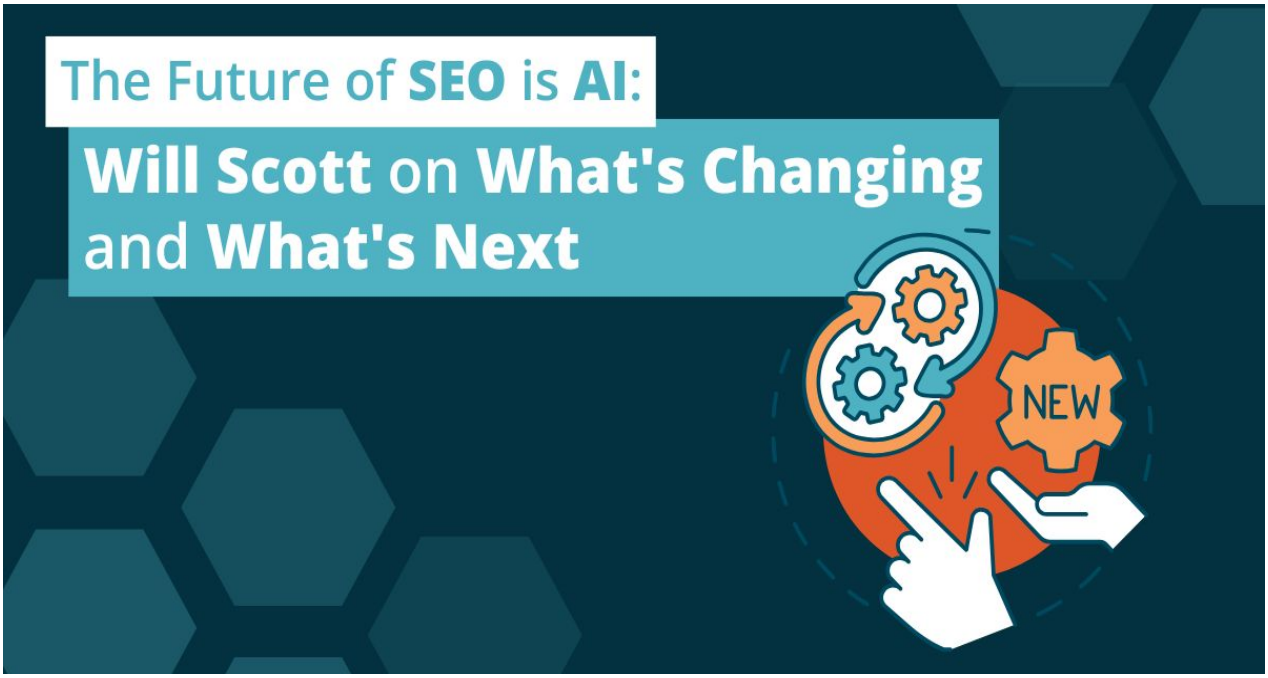

Search Influence CEO Will Scott Talks AI and the Future of SEO on the Leduc Entertainment Podcast

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NEW ORLEANS, LA - August 15, 2025 -
In a conversation that feels more like two professionals trading notes than a formal interview, Will Scott, CEO of Search Influence, joined host Will Brooks on the Leduc Entertainment Podcast to talk through one of the biggest shifts in digital marketing today: artificial intelligence and its growing influence on search engine optimization (SEO).

Scott, who has worked in SEO since before smartphones became mainstream, approaches the topic with both curiosity and caution. "It's not that SEO is going away," he said during the episode. "It's that how we do SEO has to change if we want to stay useful and visible." That shift, he explained, has everything to do with how AI systems, like Google's AI Overviews or OpenAI's ChatGPT, are trained to understand and surface information.

The episode explores how search engines no longer rely solely on keywords and backlinks, but now look for context, clarity, and structured data that machines can easily understand. Scott talks through real scenarios

from his agency's client work, including how one healthcare client dramatically improved content development speed using AI-assisted workflows, but only after a human strategist shaped the prompt and structure. "The tools are great, but they need smart inputs," Scott said. "AI can't think like your customer unless you tell it how."

Scott's agency has developed practical tools to help marketers navigate this shift, including an AI Website Grader that evaluates how well websites are optimized for AI search systems.

He also emphasized that effective AI SEO doesn?t start with technology. It starts with people. Search Influence?s team includes strategists, developers, and content specialists who collaborate to ensure client content is structured, discoverable, and aligned with how modern search works.

For marketers unsure where to begin, Scott offered practical starting points: Think about how your website explains what you do in plain language, how pages connect to each other, and how easy it is for both users and machines to find your expertise. His team's recent guide on AI SEO tracking tools provides actionable steps for measuring visibility across AI-powered search platforms. The conversation avoided jargon in favor of real talk ? something listeners will appreciate as AI hype continues to flood the industry.

As the interview wrapped up, Scott emphasized that the marketers who embrace structure, entity clarity, and editorial judgment will be best positioned to thrive. "It's not magic. It's strategy. It's giving the machine the context it needs so your content shows up at the right moment."

The full episode, "The Future of SEO is AI ? Will Scott Explains How to Get Ahead," is now available to stream on YouTube at https://www.youtube.com/live/BkkpsbJqKFI?si=3qNTdKTr1vP3m25O. In it, Scott shares grounded advice for marketers adapting to AI without losing the human side of strategy.

Founded in 2006, Search Influence has worked with organizations ranging from local businesses to national universities, helping them grow their online presence through proven digital strategies. As AI reshapes the rules of engagement, the agency continues to refine its approach, combining technical SEO best practices with a deep understanding of content structure and entity relationships. Scott?s leadership reflects that balance, bridging emerging tools with timeless marketing principles.

For more information about Will Scott and Search Influence, call (504) 208-3900, visit https://www.searchinfluence.com/, or send inquiries to:

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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 search engine optimization 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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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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