Search Influence CEO Will Scott Shares AI SEO Insights at Premier European Conferences

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NEW ORLEANS, LA - October 22, 2025 -
Will Scott, CEO and co-founder of Search Influence, recently participated in two of Europe?s most respected search marketing events, SEOktoberfest G50 Summit in Austria and SMX Advanced Europe in Berlin, where he shared insights into how artificial intelligence is reshaping search visibility, content creation, and audience discovery.

Scott?s involvement reflects a broader global conversation about how generative AI and large language models are transforming search engine behavior and digital marketing strategy. As an AI SEO expert, he contributed perspectives grounded in nearly two decades of experience helping organizations navigate ongoing changes in search technology and user intent.

Held annually at the Stanglwirt resort in Austria, SEOktoberfest is an invitation-only event limited to 50 of the world?s top SEO professionals. The summit fosters candid, collaborative discussion about the latest advancements in search, including how AI systems interpret meaning, relevance, and authority across digital content. Participants, including representatives from Uber, Yoast, and Walmart, examined the growing role of semantic search and generative engine optimization (GEO) in shaping online visibility.

?SEOktoberfest is an event unlike any other. The top practitioners who are pushing the boundaries of what?s possible in search share the good stuff,? said Will Scott. ?These discussions inform how we, as an industry, evolve to help organizations remain discoverable as AI changes the way people search and consume information.?

Following the summit, Scott traveled to Berlin to present at SMX Advanced Europe 2025, one of the leading conferences for experienced SEO and PPC professionals. His session, ?AI Tools for Creation, Deployment & Tracking,? explored practical ways marketing teams can incorporate AI-driven tools into content workflows and measurement processes.

The presentation focused on using AI SEO tools responsibly to enhance creativity and operational efficiency, ensuring that machine learning supports, not replaces, human expertise in strategic decision-making. SMX Advanced Europe is known for its expert-level programming and collaborative exchange among search professionals seeking actionable insights grounded in technical depth.

Scott?s participation in both events follows his recent U.S. speaking engagements at SMX Boston, SMX Online Masterclasses, Local U, and Pubcon, where he has contributed to ongoing discussions about the intersection of AI and search. Across these appearances, he has emphasized the need for marketers to balance traditional SEO principles with emerging strategies that address how AI systems retrieve, summarize, and present information.

As AI-powered search platforms continue to evolve, professionals like Scott are helping bridge the gap between research and application ? translating complex algorithmic changes into accessible, effective practices for businesses and institutions. His work underscores a growing consensus in the search industry that optimizing for meaning, context, and authority will define the next generation of SEO success.

Will Scott is a recognized leader in digital marketing and a respected AI SEO expert, best known for coining the term ?barnacle SEO? in 2008. He founded Search Influence in 2006 alongside his wife and business partner, Angie Scott, and has since helped build the company into a nationally recognized agency serving clients across higher education, healthcare, and hospitality.

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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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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