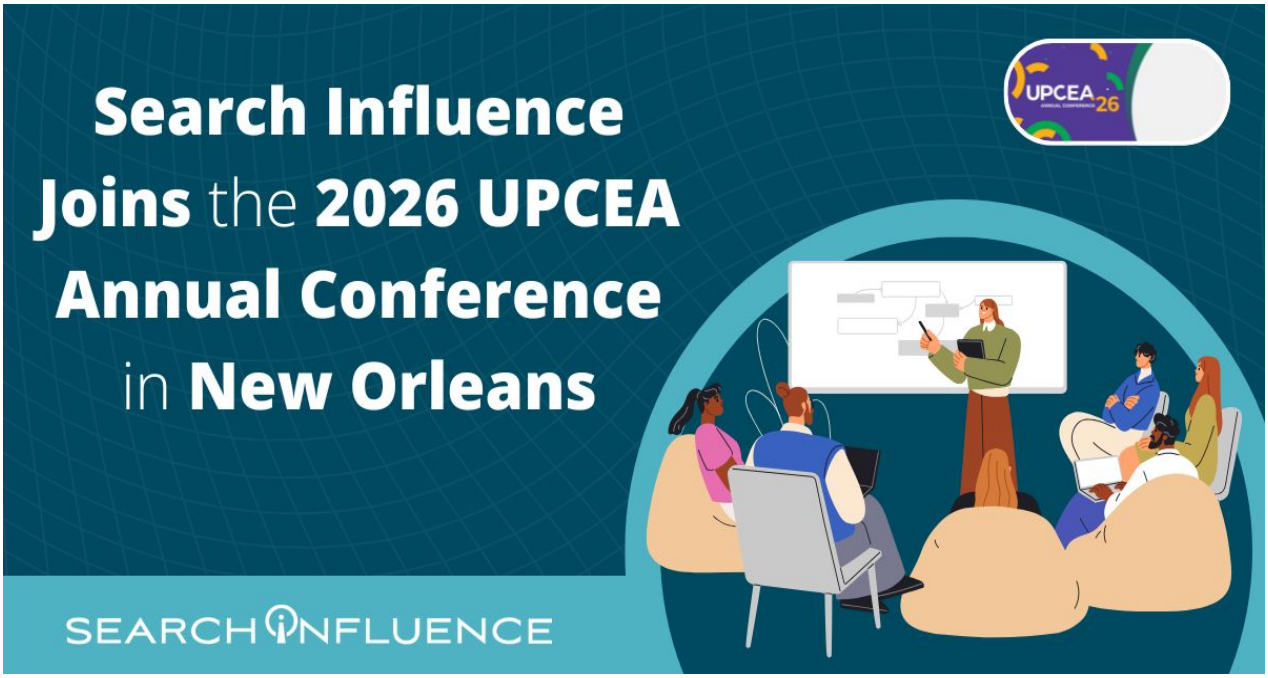

Search Influence to Present on AI Search Visibility at the 2026 UPCEA Annual Conference in New Orleans

March 27, 2026

NEW ORLEANS, LA - March 27, 2026 -

Search Influence will participate in the 2026 UPCEA Annual Conference, taking place April 15?17, 2026, in New Orleans, Louisiana. The conference will bring together leaders from across online and professional continuing education to explore strategies for advancing academic programs, integrating emerging technologies, and responding to evolving student needs. Search Influence will contribute to the event through speaking sessions, thought leadership discussions, and engagement with attendees throughout the conference.

The 2026 UPCEA Annual Conference will bring together educators, administrators, researchers, policy makers, learning designers, and higher education professionals from across the country. The event will focus on addressing major challenges and opportunities facing institutions today, including integrating new technologies into academic environments, supporting diverse student populations, and expanding online and professional education programs.

The conference follows a record-breaking UPCEA Annual Conference held in Denver in 2025 and will continue discussions around how institutions can respond to changing enrollment dynamics, evolving federal education policies, and the rapid pace of technological change affecting higher education.

?UPCEA?s annual conference brings together some of the most thoughtful leaders in higher education,? said Paula Keller French, director of sales and marketing at Search Influence. ?We?re excited to participate in this year?s event and contribute insights that help institutions understand how artificial intelligence is changing the way prospective students search for programs and how universities can adapt their digital marketing strategies to stay visible during that journey.?

Members of the Search Influence team will participate in several sessions during the conference focused on AI SEO, search visibility, and higher education marketing strategy.

Will Scott, CEO and co-founder of Search Influence, will present an industry insights session titled ?Leading the Parade or Lost in the Crowd? Tracking AI Search Visibility.? The session will examine how AI Overviews and generative search tools are reshaping the way prospective students discover academic programs. The presentation will outline methods institutions can use to monitor AI search visibility, interpret search patterns, and use data insights to guide institutional marketing strategy.

Search Influence will also present a main session titled ?Winning AI Search: Strategies from LSU, Tufts, & Search Influence.? The session will be delivered by Paula Keller French, director of sales and marketing at Search Influence, and Alison Zeringue, director of account management at Search Influence. The presentation will feature insights from LSU Online and Tufts University College on strategies that increased visibility during rapid changes in AI search and will include findings from UPCEA research on how artificial intelligence influences prospective student decision-making.

Search Influence Director of Operations Jeanne Gaudet Lobman will also participate in the conference by moderating the session ?Revolutionizing Academic Advising: Using AI to Generate Actionable Course Insights for Student Success.? The session will explore how artificial intelligence can generate actionable insights to support improved academic advising and student success initiatives.

During the conference, Search Influence will introduce attendees to its AI Website Grader, a tool designed to help institutions evaluate their readiness for modern AI-powered search environments. The tool analyzes website performance, semantic content structure, accessibility, and technical SEO signals that influence how websites appear in AI-generated search results.

The 2026 UPCEA Annual Conference will take place in New Orleans, Search Influence's hometown. Conference attendees are invited to visit the Search Influence team at Booth #811 to discuss AI search

visibility challenges, review insights from the AI Website Grader, and learn strategies to improve digital visibility in an AI-driven search environment. Visitors will also have the opportunity to connect with members of the Search Influence team and pick up a pair of Search Influence sunglasses during the event.

Search Influence is a higher education digital marketing agency that works with colleges and universities to improve program visibility and attract prospective students through search engine optimization, paid digital advertising, and emerging AI-driven search strategies. The agency is also a Platinum Partner of UPCEA, the leading association for online and professional continuing education.

Through this partnership, Search Influence and UPCEA have collaborated on numerous conferences, presentations, and research studies. Together, the organizations share insights on higher education digital marketing strategies, including how institutions can integrate artificial intelligence initiatives alongside search engine optimization and paid digital advertising.

To learn more about Search Influence?s higher education digital marketing services, call (504) 208-3900.

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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