Will Scott to Lead Generative Engine Optimization Master Class with Search Engine Land

September 25, 2025

NEW ORLEANS, LA - September 25, 2025 -
Will Scott, CEO and Co-Founder of Search Influence, will present a live Generative Engine Optimization (GEO) Master Class in partnership with Search Engine Land on October 7, 2025, from 11:00 a.m. to 4:45 p.m. ET. The virtual event will provide SEO professionals and content strategists with a framework for maintaining visibility in both AI-driven and traditional search results.

As AI-powered platforms, including Google AI Overviews, ChatGPT, and Perplexity, increasingly deliver direct answers to users, marketers face new challenges in ensuring their content is cited and surfaced. The GEO Master Class will address how generative engines interpret entities, evaluate authority, and pull contextual information, giving participants the tools to adapt their strategies for these evolving systems.

?Search is expanding beyond static results, and the content that earns recognition in AI-generated answers is not always the same as what performs in organic listings,? said Scott. ?Marketers don?t need to abandon SEO. They need to evolve it. This Master Class will focus on the signals that matter most for generative engines while reinforcing proven practices in search optimization.?

The program will begin with the fundamentals of Generative Engine Optimization, including entity clarity, contextual relevance, and citation building. Additional modules will cover structuring content for AI responses, optimizing keywords for conversational queries, conducting competitive analysis for AI visibility, and reinforcing brand trust signals. The session will conclude with practical guidance on measurement tools and a forward look at how AI SEO is expected to develop.

The Master Class is designed for content strategists, SEO practitioners, and digital marketers with two to five years of experience who are responsible for sustaining visibility across search platforms. By the end of the day, participants will understand how to organize content for retrieval, align authority signals that AI systems can verify, and measure appearance in generative results alongside traditional performance metrics.

Scott has been an active voice in digital marketing for more than two decades and is credited with coining the term ?barnacle SEO,? a widely used concept for improving online visibility. He has presented at industry conferences including Pubcon, SMX, and LocalU. Earlier this year, he led a two-day AI for SEO Master Class with SMX and spoke at LocalU Global on applying AI to local search, continuing his role as an educator on the integration of AI and search.

Registration for the Generative Engine Optimization Master Class is now open through Search Engine Land. The cost is $249, and participants will receive access to both the live training and the recorded session on demand.

For more information about Scott?s AI SEO speaking engagements, 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 and led, ROI-focused digital marketing agency that helps to drive prospects into and through the marketing funnel with strategic, 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 the New Orleans area. 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.

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