



Protect Enrollment with an AI-Ready .edu

Digital Agency

Today's Presenters



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- 1 Reckoning with the Evolving Digital Landscape
- 2 Targeted .edu Content Strategy
- 3 Real Results and Next Steps

Digital Disruptions Putting Your .edu at Risk



4

Three Shifts Threatening Your Site's Search Visibility and Conversion Power

Traditional SEO Is Not Enough



LLMs and AI-powered results are replacing traditional organic clicks.

Top organic rankings no longer guarantee visibility or traffic.

60% of Google searches now **end without a click**

AI Engines Are the New "Front Door"



Without visibility in traditional and AI search platforms, your school may be overlooked.

Students "meet" you in AI answers, not just your homepage.

1 in 4 **Students use AI to search** for college (and rising)

AI-Powered Chat Is the Baseline



Students now expect immediate, intelligent support from every web experience.

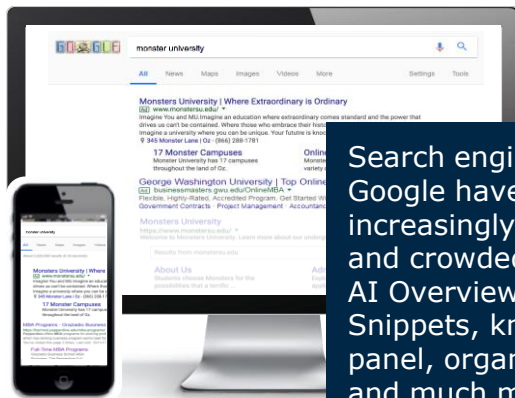
Without AI-powered chat, engagement and conversion fall behind.

8s **Avg. attention span** of Gen Z

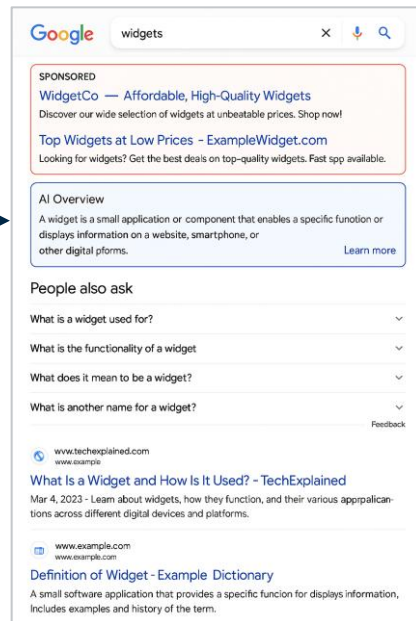
Source: <https://sparktoro.com/blog/2024-zero-click-search-study-for-every-1000-us-google-searches-only-374-clicks-go-to-the-open-web-in-the-eu-its-360/>; <https://seramont.com/resources/gen-z-decoded-new-data-on-how-your-youngest-employees-want-to-experience-work/>.

AI is Rewriting the Rules of Search Visibility

Your .edu's First Impression Now Happens Inside Search



Search engines like Google have become increasingly complex and crowded with ads, AI Overviews, Featured Snippets, knowledge panel, organic results, and much more



~60%

Avg. decline in click-through rates for paid and organic links when AI Overviews appear

Importance of Your .edu is a Constant Despite Shifts

Your Website Drives Enrollment

According to Higher Ed Marketing Leaders...



- **Most effective in contributing to enrollment goals** ahead of email and paid media
- **Highest digital source for generating leads**

According to Students...



- **Most trusted and helpful resource** in the college search
- Students look for a link from a **specific school's website** when searching for info

Your website is your enrollment engine—but only if your content is discoverable in AI search.

But the Workload is Increasingly Harder to Manage

Rising Demands on Lean Teams



High Expectations...

65%

of marketing teams
being asked to do
more with less

...On a Few People

2.7

Average size of
higher ed web
marketing teams

Poll

Which best describes your confidence in your **website's ability to drive enrollment goals?**

1 Not confident

2 A little confident

3 Somewhat confident

4 Confident

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Website Experience That Meets the Moment

A Targeted .edu Content Strategy to Drive Enrollment Outcomes

DRIVE

*...visibility across AI platforms
and search engines*



- Search visibility audit and ongoing management
- Technical SEO improvements
- AI-informed content audit

ENGAGE

*...human-centered experiences
that differentiate your brand*



- Authoritative, AI- and SEO-optimized content strategy
- Visual content briefs
- User experience and accessibility

CAPTURE

*...conversion actions built
into enrollment content*



- Organic lead capture strategies
- Low-friction, trackable forms
- Insights and analytics

Average Partner Results

+80%

Avg. increase in
Google search
impressions

+192%

Avg. increase in
engagement rate

+11%

Avg. application rate
for partners with
integrated forms



Drive



Uncover Traditional and AI Search Visibility Gaps



Our Search Visibility Audit Identifies Opportunities to...

- ✓ Fix traditional and technical SEO errors
- ✓ Improve AI search engine visibility
- ✓ Benchmark your site's competitiveness against peers

We Start Each Audit With 3 Strategic Questions:

How do you appear in traditional and AI search engines?

How is your brand showing up in AI-generated results?



Who's outranking you in AI search?

Where You're Winning, Where AI Ignores You



Evaluate Your Site's Visibility and Performance in AI-Powered Platforms

▶ **What content** is ranking in traditional search engines and being mentioned across AI platforms?

▶ Is your content credible and **accurately represented**?

▶ **What questions** are prospective students asking?

▶ How does your share of voice compare to **your competition**?

Audit Deliverable	Typical SEO Audit	Search AI Visibility Audit	Areas of Focus
On-Page SEO Best Practices	✓	✓	SEO
Page & Traffic Analytics	✓	✓	
Organic Keyword Rankings	✓	✓	
Search Console Analysis	✓	✓	
Technical Errors & Issues	✓	✓	
Competitor Keyword Analysis		✓	Competitor & Higher Education Analysis
Organic Competition Discovery		✓	
Program Page Optimization		✓	
Google Featured Snippets Analysis		✓	
Analysis of AI User Behavior		✓	AI Visibility
AI Traffic Performance		✓	
AI Prompt Analysis		✓	
HTML S			
Schema			
Indexin			
Content			

Google AI Overview

Chat GPT

Respondy

Google AI Overview

How much does it cost to get a degree in engineering?

Strong Snippet

Engineering programs (B.S. or M.S. degrees) typically require 120-130 credit hours and 4-5 years of study. Costs range from \$10,000 to \$30,000 per year, with total tuition ranging from \$40,000 to \$150,000. Public universities are generally less expensive than private institutions.

Includes Financial Aid overview

Financial aid options include scholarships, grants, and loans. Many programs offer merit-based scholarships. Federal and state aid are also available. Contact the financial aid office for more information.

LLM Readability Score

This score indicates how easy it is for large language models to read and understand your content. By ensuring your site structure, schema, and indexing is properly implemented, you can improve your content's readability and ensure it is accurately represented in AI search results. This means prospective students and families get trustworthy, consistent information they need.

HTML Structure

Observed pages of the site use logical heading hierarchy, consistent semantic HTML elements, and standard page templates to support clear, machine-readable content.

Structured Data Signals

Structured data, like implementing a degree program as a "Course" or a list of questions as an "FAQ," is present on priority pages to help AI models and search engines know how to use each page's data.

Schema Health

Implemented schema markup is properly built, complete, and relevant to the content on each page.

Crawl & Index Access

Ensuring accessibility, robots.txt configurations, crawl rate of hundreds of robots, and overall index and set-up correctly so that priority pages stay discoverable and accessible for engines and crawlers.

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Engage

Understand Your User Experience

Targeted Analysis Informs Your On-Page Content Strategy



Content Assessment

Through a **user-centered** content analysis, we will:

- ✓ Examine, assess, and evaluate the quality of site content
- ✓ Identify strengths, opportunities, and weaknesses
- ✓ Evaluate content and site building blocks with an AI-forward lens

Mapping UX with Data-Driven Precision

Through an in-depth content assessment, we'll explore:



Key enrollment journeys and click paths



CMS modules and content types that support AI-readable structure (testimonials, videos, FAQs, etc.)



Navigation, linking strategy and semantic clarity



Structured content and **accessibility compliance**



Brand alignment, mobile responsiveness, and AI-summary readiness

Why Does Accessibility Matter?

- Subset of UX and enrollment-driven content strategy
- Best practice-backed assessment shows gaps where you **may be losing engagement** and action
- New .edu compliance regulations must be met by **April 2026**

No Need to Start From Scratch

We Build On Your Existing Site Foundation – No Development Needed

Our content strategy team conducts CMS review to understand:



Modular Content Types

How are they being used across the site?



Functional Requirements

What are the needs of content authors?



Existing Site Functionality

How can we maximize without additional development?



ADA Compliance

Was anything flagged during the audit?



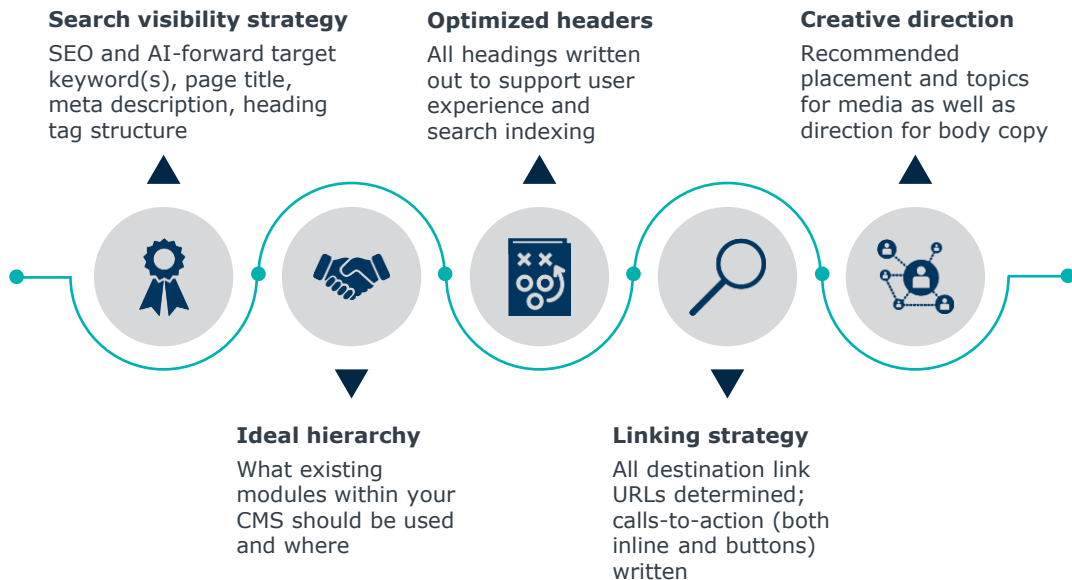
Guided by your CMS, we build a tailored User Interface (UI) Toolkit

- Becomes the building blocks for your visual content briefs
- Includes critical UI components such as fonts, layered designs, HTML/CSS files and more



Your Roadmap: The Visual Content Brief

Guide to An Enrollment- and AI-Optimized .edu



Your content briefs—backed by expert guidance from the Digital Agency team—become your blueprint for implementing on-page strategies that drive, engage, and capture.



Capture

Convert Interest into Inquiries

AI-Optimized Lead Forms Elevate the Impact of Your Search Campaigns



Placed where interest peaks — on high-intent pages, reaching students who land mid-funnel from AI search



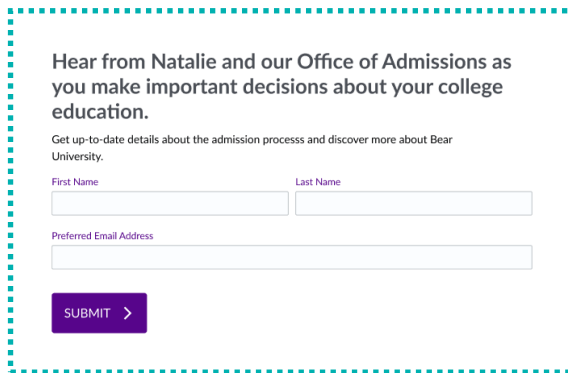
Lightweight, trackable — low-lift setup and performance monitoring



Low-friction design — human-friendly tone, clean layout, no unnecessary steps



Seamless integration — syncs with EAB marketing ecosystem for immediate outreach



Hear from Natalie and our Office of Admissions as you make important decisions about your college education.

Get up-to-date details about the admission process and discover more about Bear University.

First Name

Last Name

Preferred Email Address

SUBMIT >



Simple Form Integration Delivers Outsized Enrollment Results

44%

Percentage of total leads generated by first-source lead form

11%

Avg. application rate for partners with integrated forms

+60

Average monthly leads for partners with integrated forms

Students Expect Always-On Support from Your .edu

AI-Powered Chat Technology Is Table Stakes

26% **Chatbot use in college search on the rise**

of Gen Z students used AI Chatbots during their college search

75% **Students want around-the-clock support**

of student questions occur outside of normal business hours

62% **AI assistants are expected on .edus...**

of public institutions use AI-powered virtual chat assistants/chatbots to support students and prospects



...But legacy chatbots can't keep up

- Rigid decision trees
- Manual upkeep
- Not scalable
- Miss key insights
- Generic tone or off-brand experience

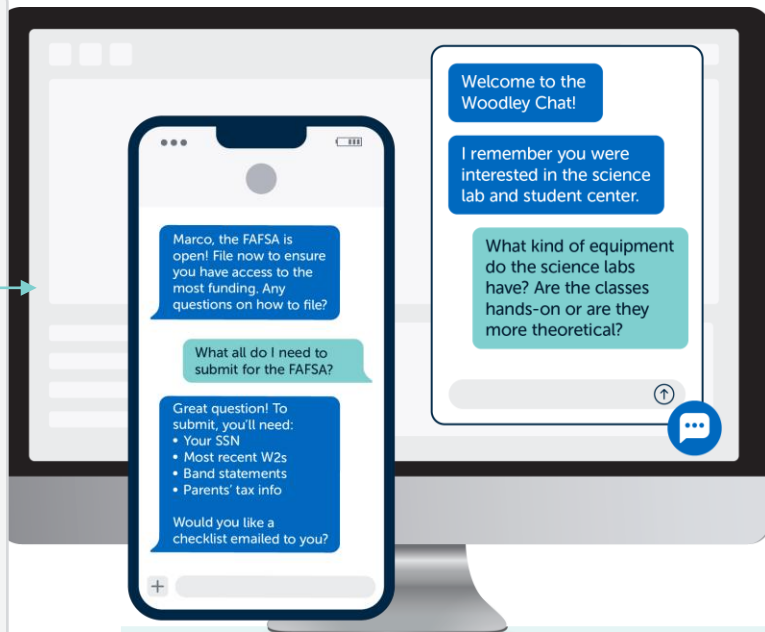
Meet EAB's AI Chat Agent for Higher Education

Engage Prospects, Capture Leads, Drive Enrollment Outcomes

Drive Student Enrollment 24/7

- ▶ Instant, personalized engagement
- ▶ Always-on support
- ▶ Fast implementation
- ▶ In-the-moment lead capture
- ▶ Insights that drive action
- ▶ Dynamic database

4.3K questions answered by Chat Agent in the first six months of use



Want to see it in action on your site?
Request a demo at the end of this session.

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Real Results: Stay Competitive in the Age of AI Search 23

AI-Ready Content Wins Clicks *and* Enrollments

Regis University

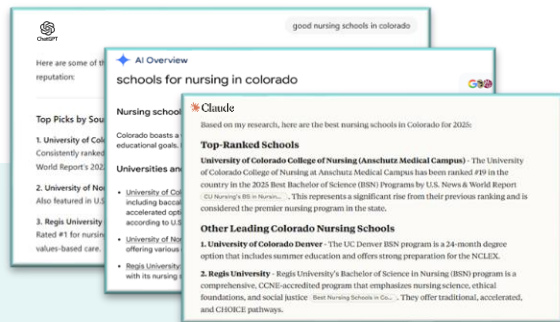
With an AI-ready content strategy, Regis improved their presence in AI Overviews and organic traffic.

► 909%

Increase in **presence on Google's AI Overview** in 6 months

► 57%

Increase in **organic search clicks** sitewide (Y2 over Y1)



University of Oklahoma Online

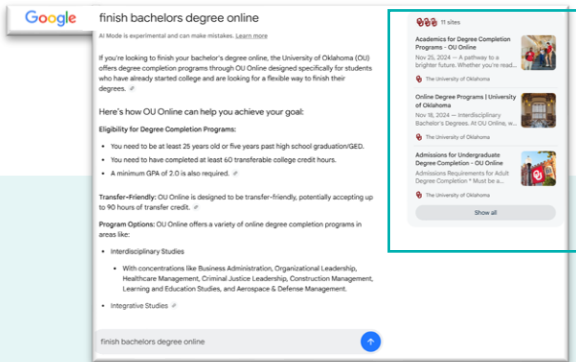
OU Online saw huge gains in search visibility, leading to an outsized impact on enrollment.

► 31%

Increase in **organic search-influenced enrollments** (Y2 over Y1)

► 66%

Increase in **organic search traffic** in one year



Interested in More?

I'd like to speak further about...

- 1 **Identifying the biggest gaps** in my .edu's search visibility
- 2 **Strengthening our content strategy** to compete in AI-driven search and drive enrollment
- 3 **See a Chat Agent demo** on my site
- 4 Another AI search visibility or .edu experience topic

Thank You for Joining Us

Complete the Post-Webinar Survey to Request Additional Resources



Get today's presentation



Register for our 11/12 webinar with Regis University



Get our AI search visibility toolkit



Request early access to our new marketing leaders survey insights – coming later this fall



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