



AI Search Visibility in Higher Ed

What You Need to Know and Do Now to Prepare for Fall

AI Search Optimization Solutions

Today's Presenters



Emily Upton

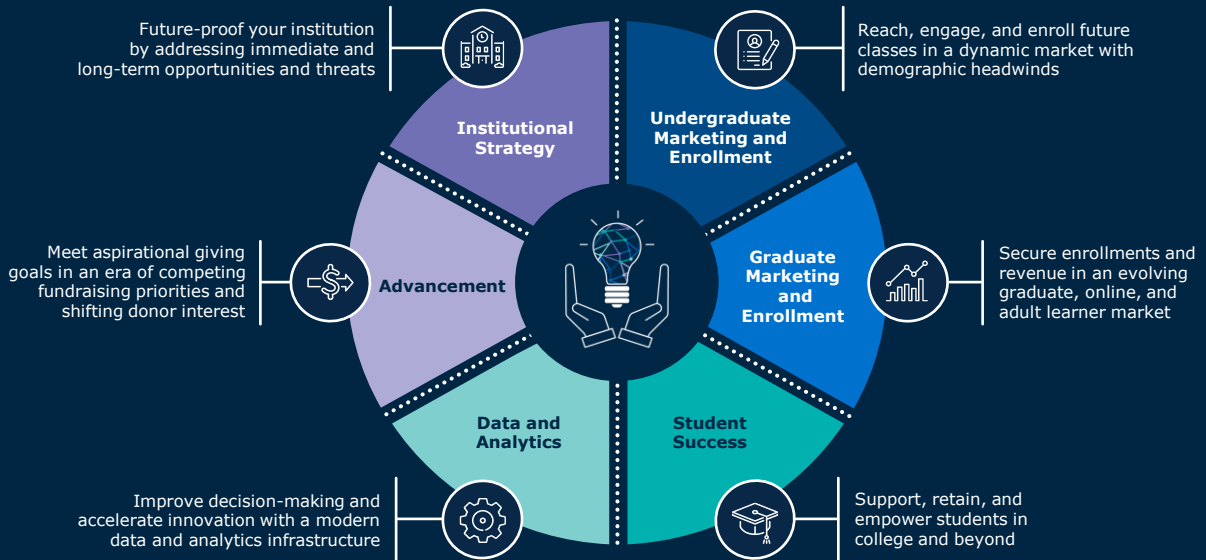
*Vice President,
Marketing and AI Strategy*



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Insight-Powered Solutions for Your Top Priorities and Toughest Challenges



We partner with **2,800+** institutions to accelerate progress, deliver results, and enable lasting change.

95%+ of our partners return to us year after year because of results we achieve, together.



Don't see AI Search as the death of SEO. Instead, view SEO and AI (or GEO/AEO) as close, contributing partners.

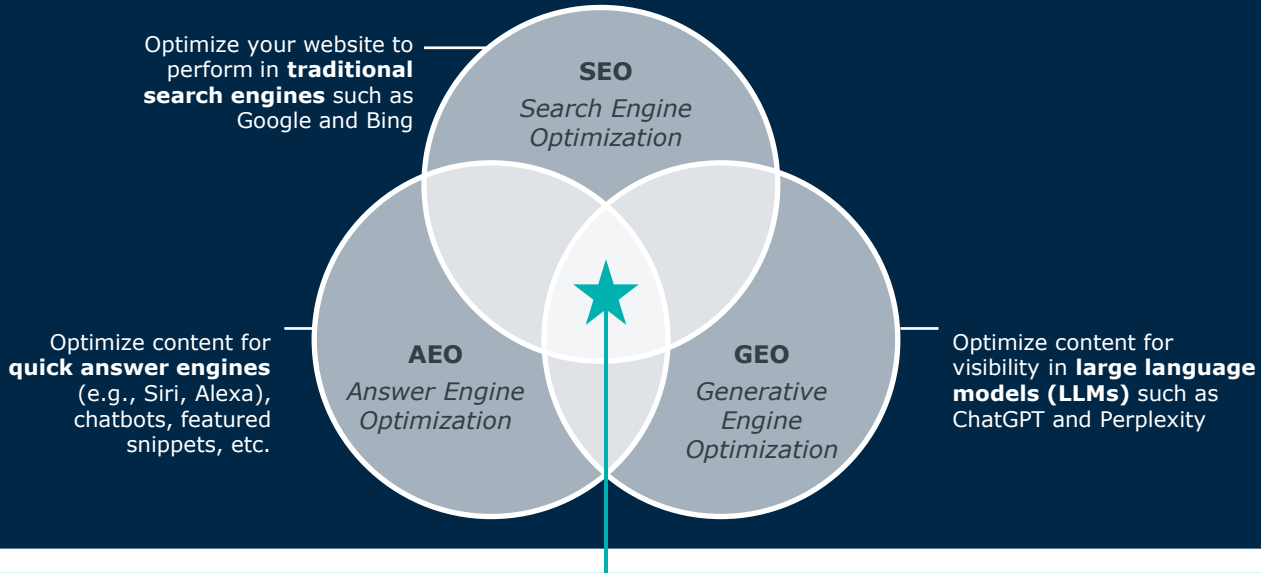
At its core, good SEO/GEO is just good marketing: understanding your customers, meeting their needs, and communicating clearly.

Amid the chaos lies opportunity

- *Known SEO expert*



So Many Acronyms ... and Things to Optimize



Shared Goals, Regardless of Acronym



Show up accurately in traditional and AI search



Match search intent with relevant content



Structure content so it's easy to interpret



Ensure technical performance of your site



Build authority and trust signals

The 'Zero-Click Future' Is Already Here



46%

of students use AI to search for college options—and climbing quickly



53%

of organic traffic to university sites has declined



60%

of Google searches now end without a click



Students are making decisions about your institution before your marketing ever reaches them

Let's Take a Quick Poll

How prepared are you to track and improve visibility in AI search?



- 1. Very prepared:** We're already tracking and optimizing
- 2. Somewhat prepared:** We've started exploring, but we don't have a clear strategy yet
- 3. Somewhat unprepared:** We're aware of the need to be visible in AI search but haven't taken any concrete action
- 4. Not at all prepared**—this is new to me



Practical Steps to Strengthen Your GEO Strategy



◆◆◆ 6 Ways to Improve AI Search Visibility ◆◆◆



**Answer-First
Content**



**Content Structure
and Schema**



Content Authority



Intent Alignment



**Clarity and
Readability**



**Measurement and
Analytics**

On-Demand Access to Your AI Search Performance

GEO Intelligence Gives You a Complete, Real-Time Picture of ...



AI Visibility

How often AI platforms mention your institution across 12 models



Competitive Positioning

How you compare to competitors in AI search



SEO Performance

Your foundational search metrics that AI models rely on



AI Sentiment

Whether AI platforms describe you positively or negatively



Content Readiness

How well your website is structured for AI to consume



Authority and Citations

How often AI models cite and link to your domain directly



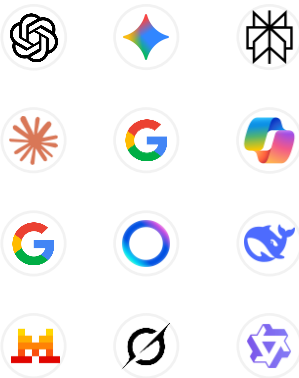
Now, let's see GEO Intelligence in action

The Largest AI Visibility Dashboard Purpose-Built for Higher Ed

A Complete View of Your Visibility in AI Search

BREADTH

Across 12 models,¹
including ...



SCALE

1.3M+

AI responses captured
and analyzed

128K

Page audit issues
flagged

1,152

Institutions supported
across the U.S. and UK

DEPTH

500

Up to 500 keywords
monitored per institution

Dozens

of competitors
benchmarked per
institution

1) Google is listed twice as we monitor both Google AI Overviews and Google AI mode.

Introducing Our Full AI Search Solutions Suite



GEO Intelligence

GEO Managed Strategy

GEO Transformation

AI visibility tracking across key platforms and prompts	✓	✓	✓
Competitive benchmarking and share of voice analysis	✓	✓	✓
Program and institution-level performance insights	✓	✓	✓
Prioritized opportunity and gap analysis	✓	✓	✓
Structured GEO optimization playbook		✓	✓
Quarterly strategy & performance reviews		✓	✓
.edu content optimization		✓	✓
Conversion pathway enhancements (including Conversational Inquiry Forms)		✓	✓
AI Academy: On-demand GEO training library and resources		✓	✓
.edu content strategy for priority pages and programs			✓
Technical SEO & site structure Enhancements			✓
AI-optimized content architecture & schema implementation			✓
Dedicated and ongoing optimization support			✓

What Makes Our AI Search Solutions Different



Built Specifically for Higher Ed

Designed around real student search behavior—every feature is designed with the enrollment funnel in mind



Multi-Model Visibility All in One Place

Monitor performance across 12 AI models in a single, unified view



Intelligence to Action in One Vendor

Get clear, executive-ready insights and guidance to help you act quickly and improve performance

See a Demo of GEO Intelligence with Your School or Program's Data
Access your own AI visibility data before committing resources

Next Steps

Select all that apply



I'd like to schedule time to learn about EAB solutions to ...

1

Improve AI search visibility and GEO for my **undergraduate** programs/website

2

Improve AI search visibility and GEO for my **graduate** programs/website

Thank You for Joining Us



Emily Upton

*Vice President,
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*President,
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We value your feedback. Please take a moment to **complete the short survey that will pop up at the end of the webinar.**



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