



# Be Found

How Prospective Students Discover  
Your Content in AI and Search



# Questions We'll Be Answering

- How are prospective students using AI Chatbots?
- How do AI Chatbots generate answers?
- How should marketers be thinking about AI Chatbots?
- What data do we have to demonstrate how AI Chatbots work and can they be influenced?
- As a marketer, how should I adapt my content and web strategies?
- What steps can I take immediately to prepare for increased use of AI Chatbots?



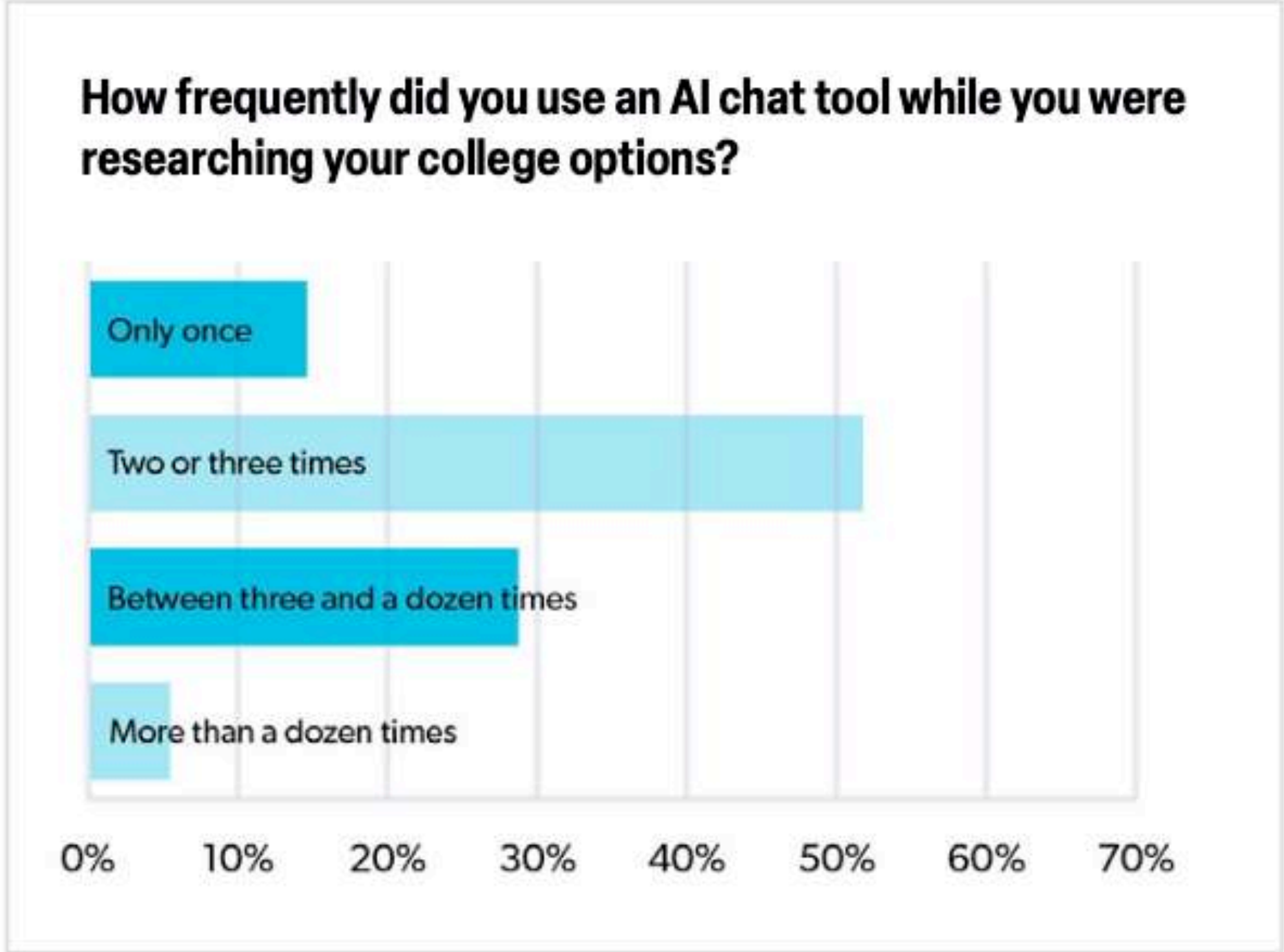


## What Got Us Thinking

30% of respondents reported using chatbots for help with researching college options — up from 17% in 2023.

From OHIO 2025 Research Report “AI and the College Search”

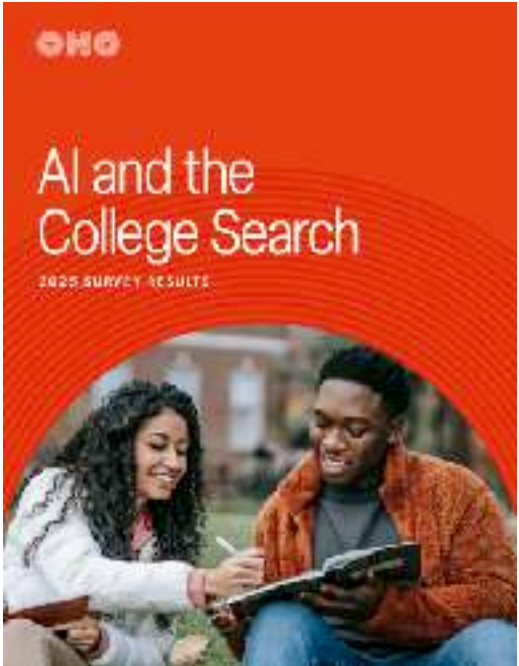
# AI Chatbots are Used By Prospects in Research; a Smaller Portion Cite AI as Decision Maker



**Which of the following influenced you as you researched your college options? (Check all that apply)**

Advice from friends or family	45.80%	Television commercials	11.30%
Schools' websites	35.60%	College search platforms (Naviance, Niche, etc.)	8.40%
Social media	35.40%	Brochures	7.90%
Online discussion boards	28.20%	<b>AI chat tools (chatbots)</b>	<b>7.90%</b>
Emails advertising schools	28.00%	Reviews & rankings from orgs such as US News	6.30%
High school guidance counselor	19.90%	College faculty member	6.30%
Student testimonials	17.60%	Blogs	5.20%
Advice from colleague	16.70%	Online ads	5.00%
School tours	16.70%	Press/media coverage	4.80%
Search engines	15.10%	Contact from a coach or scout	4.60%
College admissions counselor	14.60%	Radio commercials	4.40%
College fairs	13.40%	Podcasts	4.20%

From OHO 2025 Research Report  
"AI and the College Search"





## Core Questions

What sources does ChatGPT use to generate answers about schools?

How can we influence these responses?





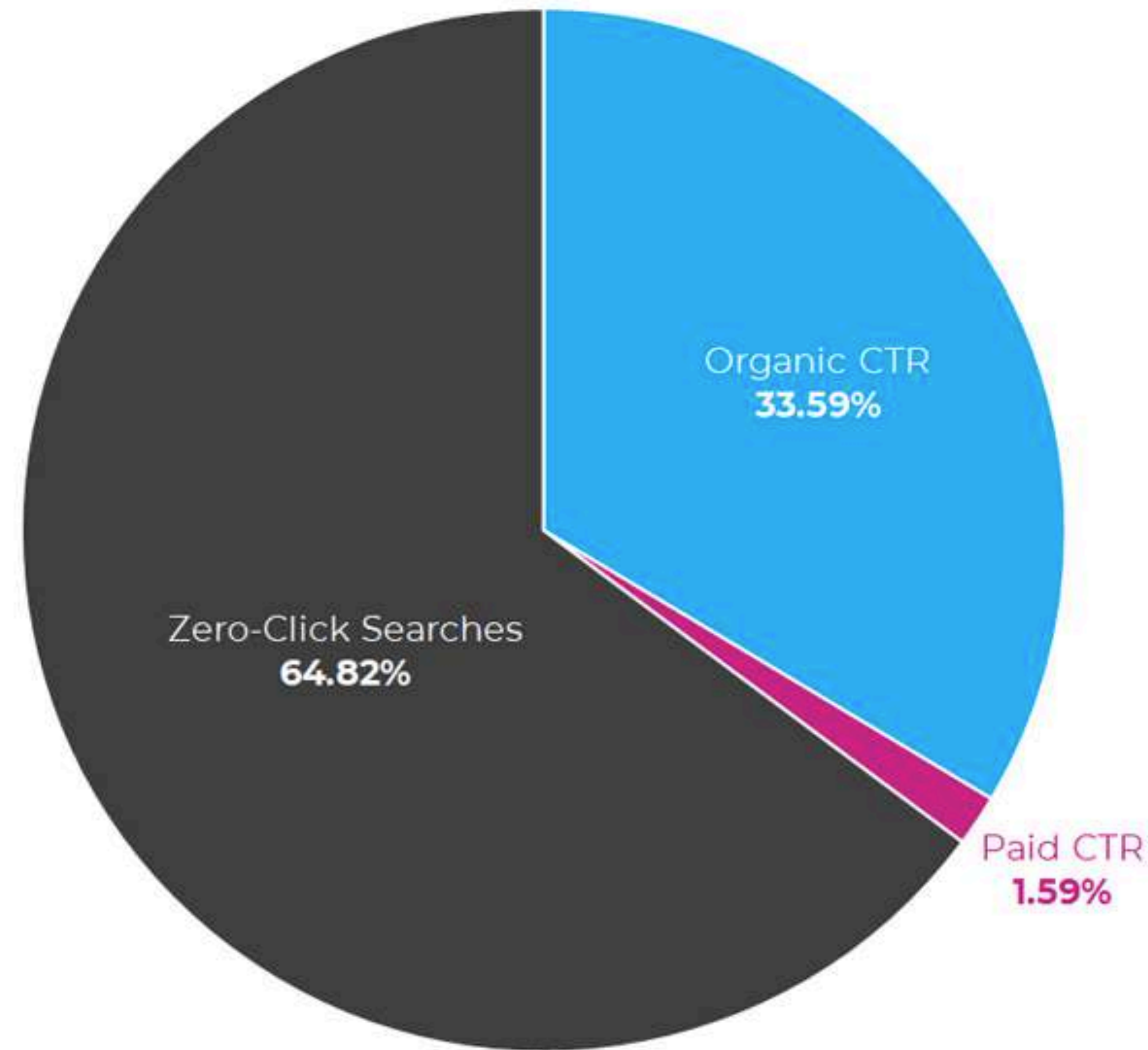
# **We Are Thinking About AI Visibility The Same Way We Think About SEO**

We don't want to *just* have *more* organic traffic to the website. We want to optimize website content to attract the *right* organic traffic – usually prospective students.

If prospects are moving towards just using AI (and not the website), we don't *just* want to know if AI is citing a *school* we want to know if AI is using *school sources* to answer questions for prospective students.



# AI Chatbots are an Extension of a Existing Problem for Marketers: The Zero Click Search





# Why is AI Optimization Harder than SEO

OG Search	Feature/Function	AI
Only Google	Product or Platform	Multiple – Claude, ChatGPT, Perplexity, Gemini, and more
Mainly One	Models or Algorithms	Multiple Per Platform
4 Core Updates in 2024	Updates Frequency	Approximately 2-4x per year
Somewhat	Context Window	Ever Expanding
Yes	Geoaware	Yes
Ranking	Outcome	Visibility





# AI Visibility Benchmark Reports



# AI Visibility Benchmark Report

Measuring the sources that ChatGPT is using to answer questions across 8 categories:

1. Academics – majors, programs, quality
2. Admission and Aid– deadlines, processes
3. Athletics – sports, intramural, facilities
4. Community & Inclusion – safety, diversity
5. College Outcomes – jobs, salaries, testing
6. Reputation – safety, rigor, outcomes
7. Student Life – campus life, vibe
8. Tuition – tuition, fees, process, credits

The questions we ask come from 10 years of research with prospective students – 80,000 surveys and over 2,000 one-on-one interviews



# R2 Schools Benchmark

## 131 Schools

## 200,000 Queries



# Benchmark Report ChatGPT & Undergraduate

	School .edu	Other .edu	National Media	Higher Ed Aggregator	Social/User Generated	Other
Academics	82.3%	5.3%	0.3%	5.4%	0.6%	5.6%

Main .edu and all subdomains

Any other URL with a .edu

Curated list of frequently cited websites

Site such as U.S.News, Princeton Review, and Niche

Mostly Wikipedia and Reddit



# R2 Benchmark Report ChatGPT & Undergraduate

	School .edu	Other .edu	National Media	Higher Ed Aggregator	Social/User Generated	Other
Academics	82.3%	5.3%	0.3%	5.4%	0.6%	5.6%
Admissions & Aid	84.1%	4.5%	0.3%	5.2%	0.7%	5.2%
Athletics	61.3%	4.1%	0.2%	1.1%	3.4%	29.9%
Community & Inclusion	75.4%	3.6%	1.1%	7.5%	0.9%	11.5%
College Outcomes	73.0%	3.6%	1.5%	12.2%	0.2%	7.5%
Reputation	60.5%	2.6%	4.8%	22.2%	1.6%	8.3%
Student Life	78.3%	3.0%	0.2%	2.0%	2.0%	14.6%
Tuition	80.8%	5.7%	1.0%	6.9%	0%	5.7%



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# Small Elite Benchmark

## 30 Schools

## 4,100 Queries



# SE Benchmark Report ChatGPT & Undergraduate

	School .edu	Other .edu	National Media	Higher Ed Aggregator	Social/User Generated	Other
Academics	86.1%	2.0%	0.3%	5.2%	0.2%	6.1%
Admissions & Aid	72.4%	2.4%	2.5%	12.8%	1.0%	9.0%
Athletics	56.9%	2.1%	0.1%	0.4%	2.0%	38.5%
Community & Inclusion	82.6%	2.8%	0.9%	3.1%	0.5%	10.2%
College Outcomes	77.7%	2.0%	2.0%	12.6%	0.3%	5.5%
Reputation	37.5%	2.6%	8.7%	24.0%	11.5%	15.7%
Student Life	78.4%	3.1%	0.3%	2.2%	1.7%	14.2%
Tuition	82.2%	2.3%	0.8%	7.8%	0.0%	6.9%





# SE Benchmark Report ChatGPT & Undergraduate

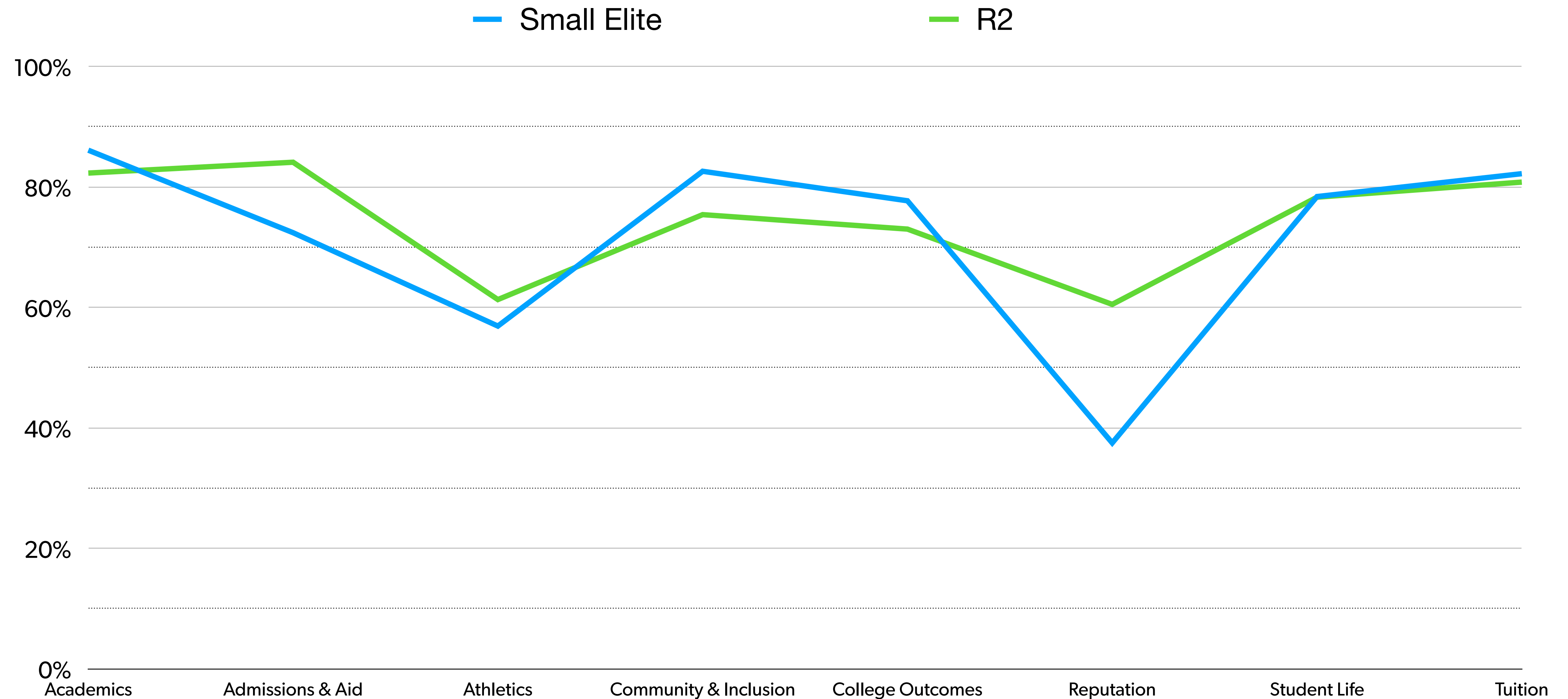
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# "School Website" as an AI Source





## Key Insight



The vast majority of ChatGPT responses are being sourced from your school's website.

## Key Takeaway



That's good news.  
It means you own the  
source content going  
into ChatGPT

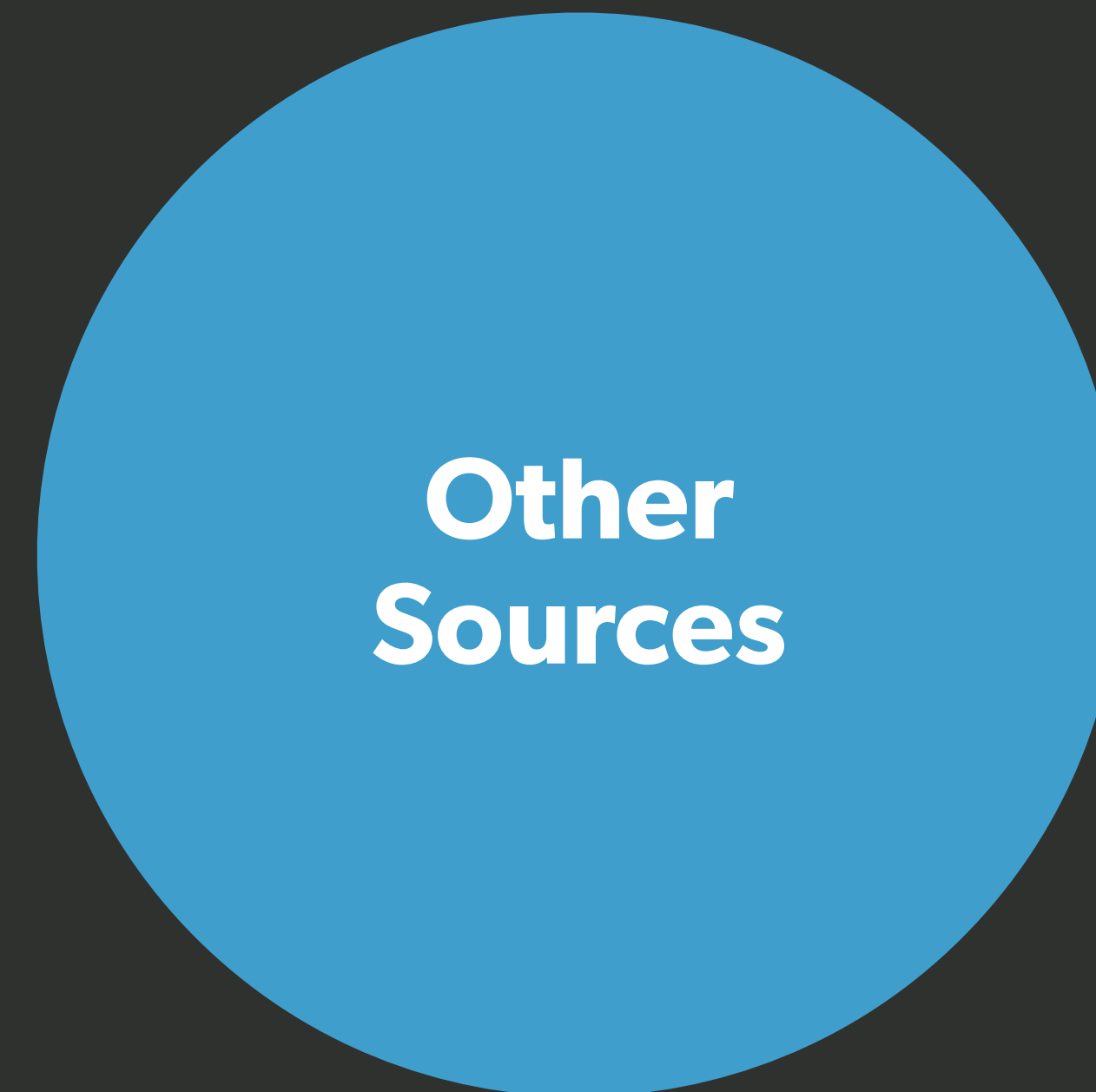


## Next Step

Now, you need to make sure the content going in is good.



Audit the content  
for quality and consistency



Audit the topics that  
are being covered

Develop new content





# Let's Look at Some Examples



# AI Visibility Scorecard – 3 Examples

## AI Final Answer Sources by Category and University Overview

Category: Academics (17 Questions)									
School		Total Sources	School Websites	Other .edu	National Media	Higher Ed Websites	Social/ User Gen	Other Websites	School %
Carleton College		149	71	1	4	15	2	56	47.7% ↓
Central Christian College of Kansas		147	92	30	0	21	0	4	62.6% ↑
University of San Diego		128	76	2	4	21	0	25	59.4% ↑
📄 Category Final Sources Average		-	56.6%	7.6%	1.9%	13.6%	0.4%	19.9%	56.6%

Category: Admissions (24 Questions)									
School		Total Sources	School Websites	Other .edu	National Media	Higher Ed Websites	Social/ User Gen	Other Websites	School %
Carleton College		174	38	1	2	41	3	89	21.8% ↓
Central Christian College of Kansas		187	121	25	0	39	0	2	64.7% ↑
University of San Diego		126	57	16	1	10	8	34	45.2% ↑
📄 Category Final Sources Average		-	43.9%	8.9%	0.6%	17.5%	2.7%	26.4%	43.9%

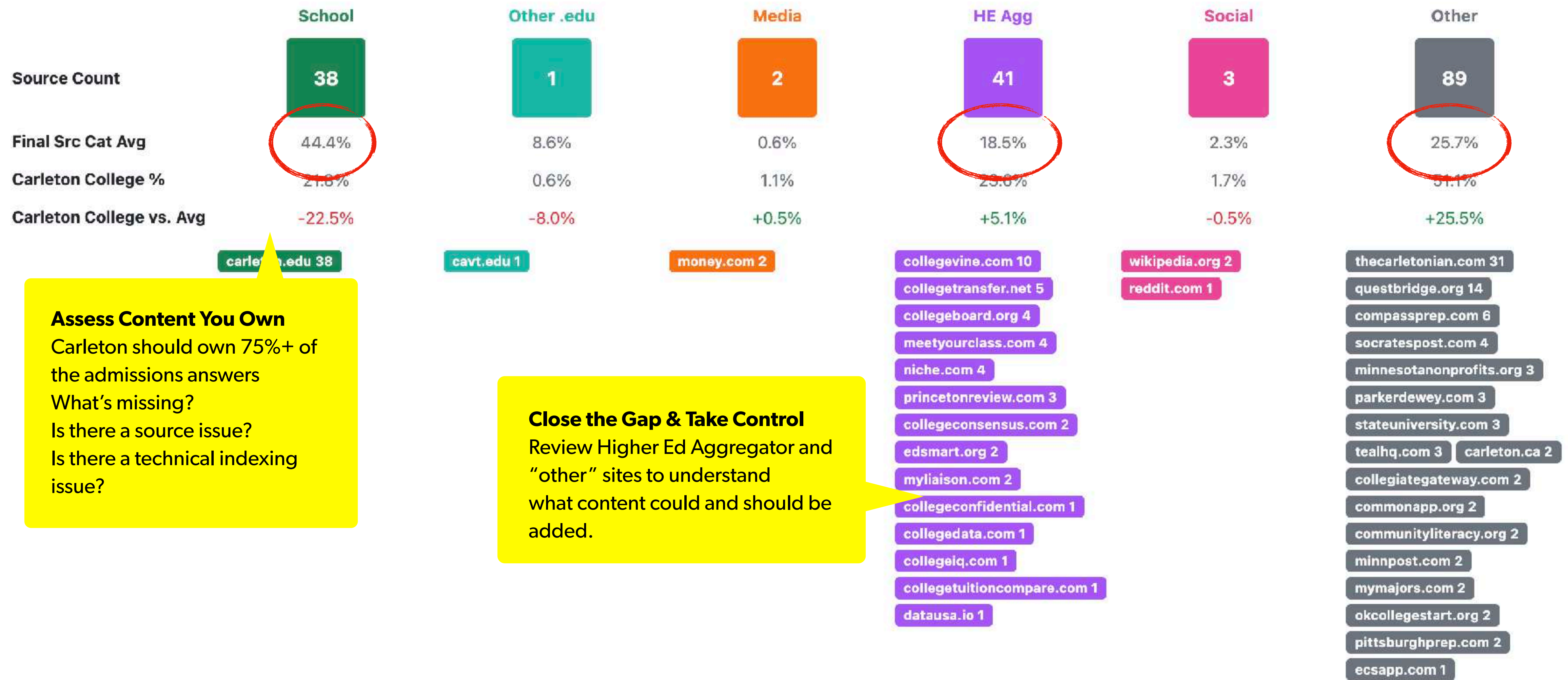
Category: Athletics (20 Questions)									
		Total	School	Other	National	Higher Ed	Social	Other	





# Example 1: Admissions Content Gap

## Final Sources for Carleton College: Category: Admissions (24 Questions)



### Assess Content You Own

Carleton should own 75%+ of the admissions answers  
What's missing?  
Is there a source issue?  
Is there a technical indexing issue?

### Close the Gap & Take Control

Review Higher Ed Aggregator and "other" sites to understand what content could and should be added.

# Example 2: Central Christian of Kansas

**Category:** Academics

**Topic:** Faculty & Staff

**Sources Used:** 6

- School Website: 2
- College Factual: 3
- Univstats.com: 1

## School Website (2 citations)

<https://www.centralchristian.edu/onlinefaculty/Uni>

<https://www.centralchristian.edu/academics/division-of-human-service/education/Un>

## Higher Ed Aggregator Sites (4 citations)

<https://www.collegefactual.com/colleges/central-christian-college-of-kansas/academi>

<https://www.collegefactual.com/colleges/central-christian-college-of-kansas/academi>

<https://www.univstats.com/staffs/central-christian-college-of-kansas/HE-Agg>

<https://www.collegefactual.com/colleges/central-christian-college-of-kansas/academi>





# Example 2: Central Christian of Kansas

Short answer: at Central Christian College of Kansas, most instruction is delivered by part-time/adjunct (non-tenure) instructors rather than a large corps of tenured full-time professors.

## What I found (most relevant points)

- Public data sources report a low share of full-time instructional faculty -- about 20–27% full-time and roughly 70–80% part-time/adjunct. ([collegefactual.com](https://www.collegefactual.com/colleges/central-christian-college-of-kansas/academic-life/faculty-composition/?utm\_source=openai))
- Several sources indicate CCKK does not operate a traditional tenure system and classifies most teaching staff as non-tenure (annual/adjunct) instructors. ([collegefactual.com](https://www.collegefactual.com/colleges/central-christian-college-of-kansas/academic-life/faculty-composition/?utm\_source=openai))
- The college's own pages show many online and adjunct faculty profiles and emphasize adjunct/online instructors teaching courses. ([centralchristian.edu](https://www.centralchristian.edu/onlinefaculty/?utm\_source=openai))

## What that typically means for students

- You can still get small classes and regular faculty interaction at CCKK (student:faculty ratios reported vary around ~11–17:1), but many courses — especially adjunct/part-time or online sections — are taught by instructors on annual/adjunct contracts rather than tenured professors. ([univstats.com](https://www.univstats.com/staffs/central-christian-college-of-kansas/?utm\_source=openai))

## If you want to be certain for a specific major or course

- Faculty mix can vary by department (education, nursing, Bible/ministry, etc.). For the most accurate, up-to-date picture for the program you care about, contact the college's admissions or the academic department directly (their faculty directory and program pages list instructors for many courses). The college website contains faculty/program pages you can consult. ([centralchristian.edu](https://www.centralchristian.edu/academics/division-of-human-service/education/?utm\_source=openai))





# Example 2: Central Christian of Kansas

**Category:** Academics

**Topic:** Faculty & Staff

**Sources Used:** 6

- School Website: 2
- College Factual: 3
- Univstats.com: 1

college factual


Search Colleges & Majors

Choose a study areaChoose an majorFind Schools

Central Christian College of Kansas

Request Information

Undergrad Programs



Epson Workforce Pro WF-4830 Wireless Color Inkjet Printer...

Streamline workflow and increase efficiency with the ultra productive WorkForce Pro WF-4830. A complete duplex solution, the WF-4830...

Learn More

OverviewApplyingAcademicsStudent LifePayingOutcomes

by our College Data Analytics TeamUnbiased Factual Guarantee

The Central Christian College of Kansas

Student to Faculty Ratio & Faculty Composition

Does Central Christian College of Kansas have a good student to faculty ratio?

Get a feel for student life at Central Christian College of Kansas by checking out the information on classes and faculty below.

On This Page You'll Find:

Student to Faculty Ratio

Faculty Composition

Percent of Full Time Instructors

Percent of Adjunct Professors

Graduate Assistant Breakdown

Related Resources

Worse Than Average Student to Faculty Ratio

Student to faculty ratio is one of the standard metrics used to gauge the number of teaching resources a school provides for its students. With 17 students for every one instructional faculty member, Central Christian College of Kansas has more students split among the same faculty when compared to the national average of 15 . This metric might be an indicator that larger class sizes may be the norm, especially in introductory courses.

Student to Faculty Ratio at Central Christian College of Kansas

UNIVSTATS

SEARCHAREA OF STUDYSTATE DATACORE STATSCOMPARISONFACULTY SALARYK-12

HomeColleges

Central Christian College of Kansas

Online ProgramsGraduate ProgramsCompare to Rivals

AskOverviewTuitionFinancial AidProgramPopulationGraduationCampus SafetyCampus LifeAccreditation

TUITION & FEES

\$21,000

STUDENT POPULATION

455

AVERAGE FINANCIAL AID AMOUNT RECEIVED

\$16,462


GRADUATION RATE

23 %

STUDENTS FACULTY

11 : 1

Academic Overview




Central Christian College of Kansas is a private (not-for-profit), four-years institute located in McPherson, Kansas. It is a Baccalaureate Colleges - Diverse Fields by Carnegie Classification and its highest degree is Master's degree.

Central Christian College of Kansas is one of 5 colleges affiliated with Free Methodist.

The 2025 tuition & fees is \$21,000 for undergraduate students. The graduate school tuition & fees is \$11,800.

The school offers both undergraduate and graduate programs and a total of 455 students are enrolled.

The salary after graduation from Central Christian College of Kansas varies by major programs where the average earning after 10 years is \$34,800. You can check the average salary by the major programs on the area of study page.



Why Everyone is Ditching Netflix for This \$19 Gadget

Explore Central Christian College of Kansas

COMPARE TO RIVALS

COST OF ATTENDANCE

STUDENT POPULATION

GRADUATION & RETENTION RATE

MAJOR PROGRAMS

CAMPUS LIFE

CAMPUS SAFETY & SECURITY

ACCREDITATION

2025 Tuition & Fees

For undergraduate programs, for the academic year 2024-2025, Central Christian College of Kansas's tuition & fees is \$21,000. For graduate programs, its 2025 average tuition & fees is \$11,800.

More Costs Stats

ZINUS

CYBER WEEK SLEEP SALE

UP TO 70% OFF

Get an Extra 10% Off

Use Code Cyber10

71%\$199.99\$199.99

17%\$329\$329

40%\$299\$299

40%\$399\$399

11%\$79.99\$79.99

37%\$499\$499

37%\$289.99\$289.99

16%\$99.99\$99.99

Colleges Similar to Central Christian College of Kansas

Saint Paul School of Theology

Central Baptist Theological Seminary

Ottawa University-Online

Baker University School of Nursing

Barclay College

compare all schools



# A Few Insights on Other Sources



# ChatGPT Looks for Credible Sources

As part of the ChatGPT reasoning, it looks for “credible” sources – it will occasionally list these out specifically in internal reasoning prompts:

- US News
- Times Higher Ed
- Univstats
- Thecollegemonk
- Timesofindia
- Collegedroid
- gary-app.datausa.io
- testbook.com
- Middle States Commission on Higher Education



# ChatGPT Is Not Using Social Media

## ChatGPT has access to:

- Reddit
- LinkedIn (company pages or public content)
- Wikipedia

## ChatGPT does not have access to:

- No Facebook
- No TikTok
- No Snapchat
- No YouTube
- No Instagram – in one response ChatGPT suggests a user look at Instagram/Facebook
  - “Check recent photos or short video clips from the athletic department or the college X’s social media pages (Instagram/Facebook) and look for posts around homecoming or rivalry games X those give the best real-time sense of turnout and student spirit.”

**Social media profiles and posts are not being used.**



WIKIPEDIA



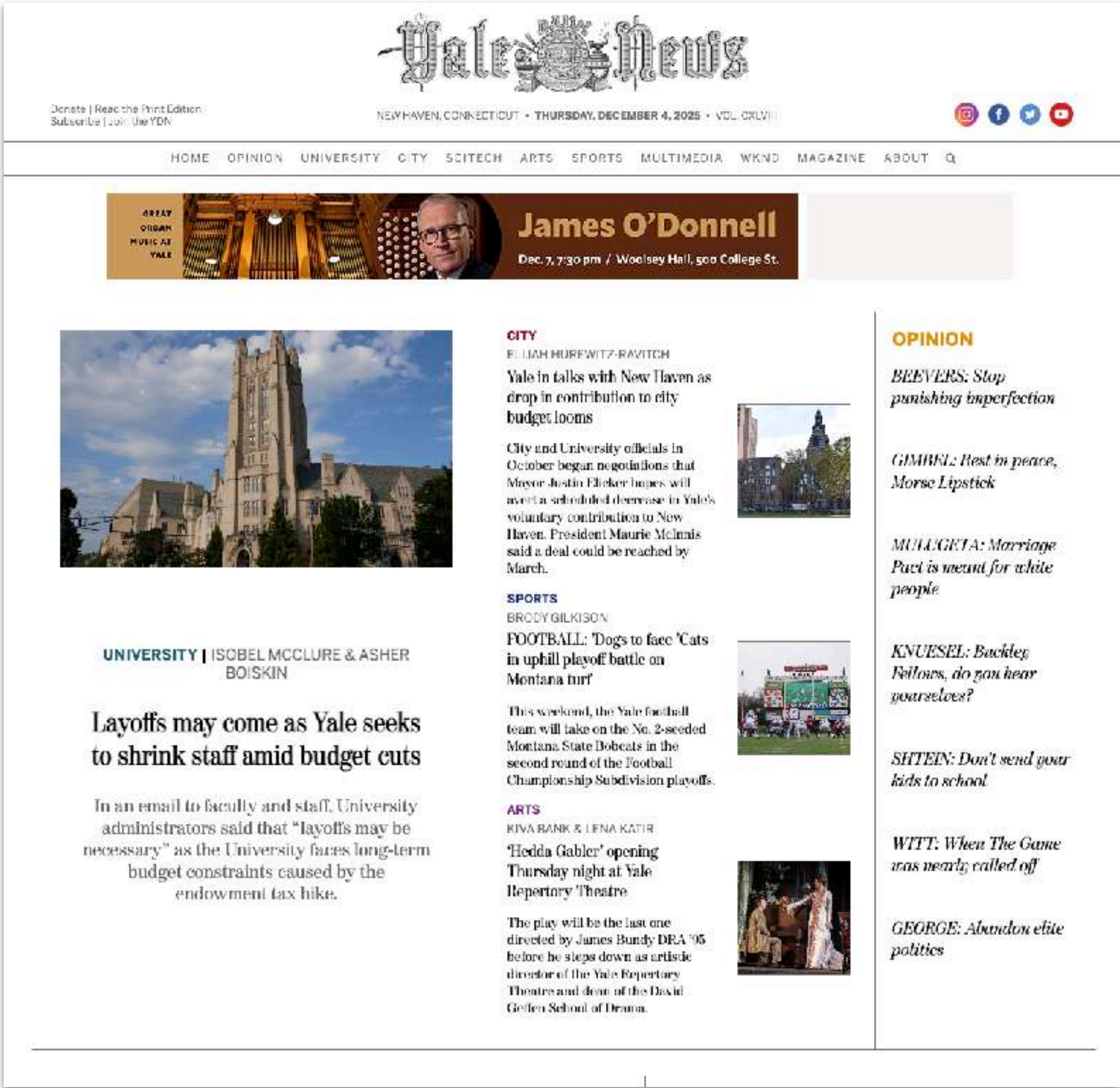
# Can LLMs Access Social Media?

	OpenAI (ChatGPT)	Google (Gemini / AI Overviews)	Anthropic (Claude)	Meta (Meta AI / Llama)	xAI (Grok)
<b>Social Media</b>					
Facebook / Instagram / Threads	⚠ No public license	⚠ No public license	⚠ No public license	📘 First-party/owned	⚠ No public license
LinkedIn	⚠ No public license	⚠ No public license	⚠ No public license	⚠ No public license	⚠ No public license
Pinterest	⚠ No public license	⚠ No public license	⚠ No public license	⚠ No public license	⚠ No public license
Reddit	✅ Licensed	✅ Licensed	⚠ No public license	⚠ No public license	⚠ No public license
Snapchat	⚠ No public license	⚠ No public license	⚠ No public license	⚠ No public license	⚠ No public license
TikTok	⚠ No public license	⚠ No public license	⚠ No public license	⚠ No public license	⚠ No public license
X / Twitter	⚠ No public license	⚠ No public license	⚠ No public license	⚠ No public license	📘 First-party/owned
YouTube	⚠ No public license	📘 First-party/owned	⚠ No public license	⚠ No public license	⚠ No public license
<b>Other Sources</b>					
News Publishers	✅ Yes	✅ Yes	Restricted	Restricted	Restricted
Academic Publishers	Restricted	Restricted	Restricted	Restricted	Restricted
Books/Authors' Works	⚠ No	⚠ No	⚠ No	⚠ No	⚠ No
Government Sources	✅ Yes	✅ Yes	✅ Yes	✅ Yes	✅ Yes
Wikipedia	Restricted	Restricted	Restricted	Restricted	Restricted
Stack Overflow	✅ Yes	✅ Yes	Restricted	Restricted	Restricted
Stock Media Providers	✅ Yes	Restricted	Restricted	✅ Yes	Restricted
Company Websites	Restricted	Restricted	Restricted	Restricted	Restricted



# Campus Newspaper Are Cited

Listed in the “Other” category ChatGPT is aware of the campus or student newspaper and this information is cited as a separate URL quite frequently.





Be Found  
Increase Your  
AI Visibility





# Action Plan: What Can and Should I Do Now?

1. Implement SEO best practices for your website
2. Develop FAQ content for your website
3. Review college outcomes on your website
4. Develop reputation content
5. Focus on content not schema
6. Use insights from AI Visibility Scorecard to identify gaps in your content where ChatGPT is relying on third-party sources
7. Audit content on your site to remove out-of-date content and contradictory content



# 1. SEO Best Practices Are a Good Starting Point

Implement SEO best practices for your website to ensure that content can be found by search and by AI:

- Meaningful URLs
- Solid HTML header structure
- Meta descriptions
- Sitemap.xml
- Direct language for the details: degree name, length of program, cost, etc.

Internal reasoning prompts in ChatGPT are sometimes referencing Google Searches:

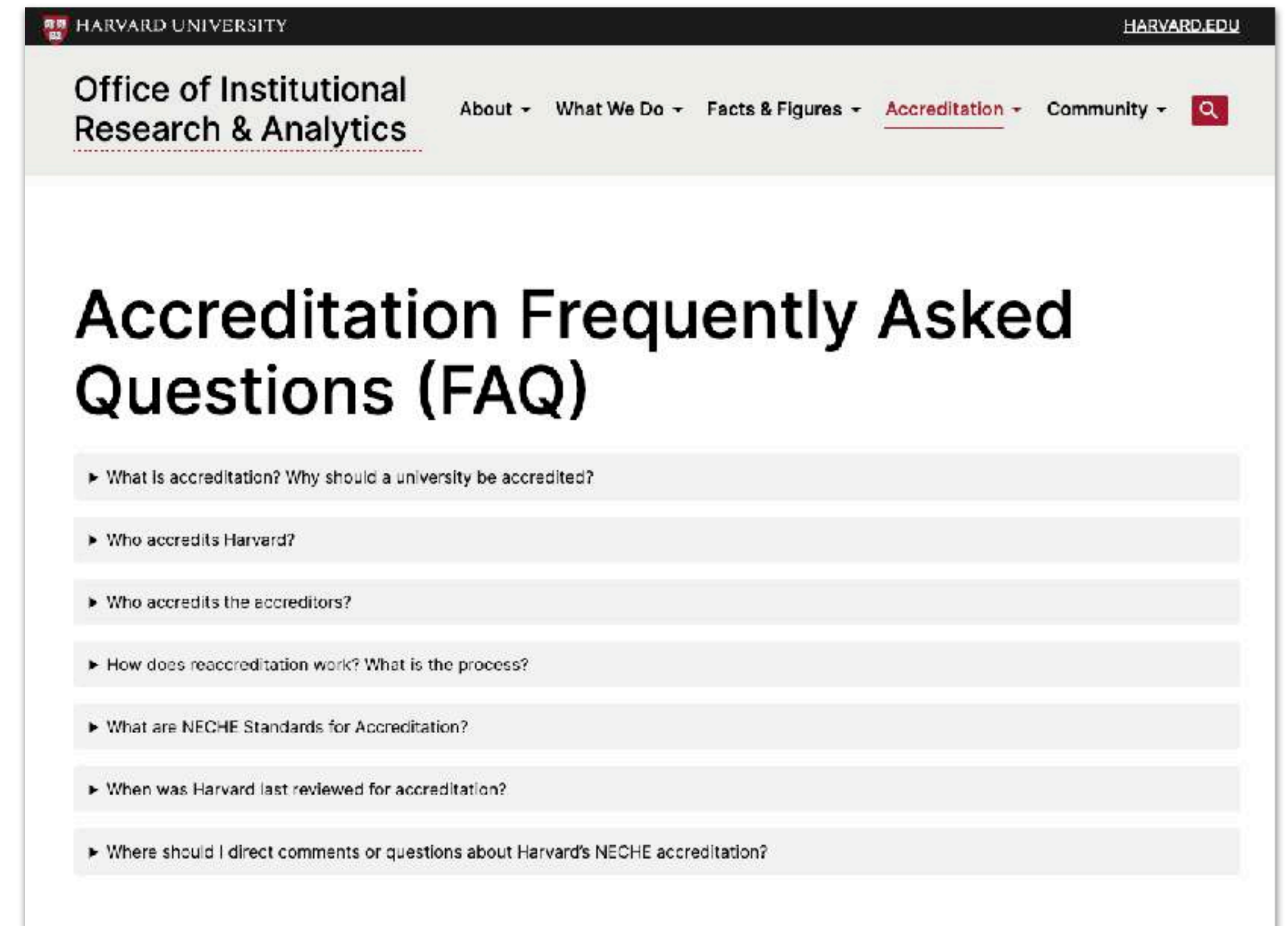
*“Alternatively, I could try using Google for a broader search.”*

## 2. Develop FAQs

ChatGPT's internal reasoning prompts are directing it to look for FAQs.

*“Maybe I’ll explore the Admissions FAQ or Registrar pages”*

Here’s an example from Harvard that was frequently used. Developing FAQs for key questions seems to be a helpful structure for ChatGPT.



# 3. College Outcomes

This is consistently low across all of the AI Visibility results that we have analyzed.

Areas for inclusion:

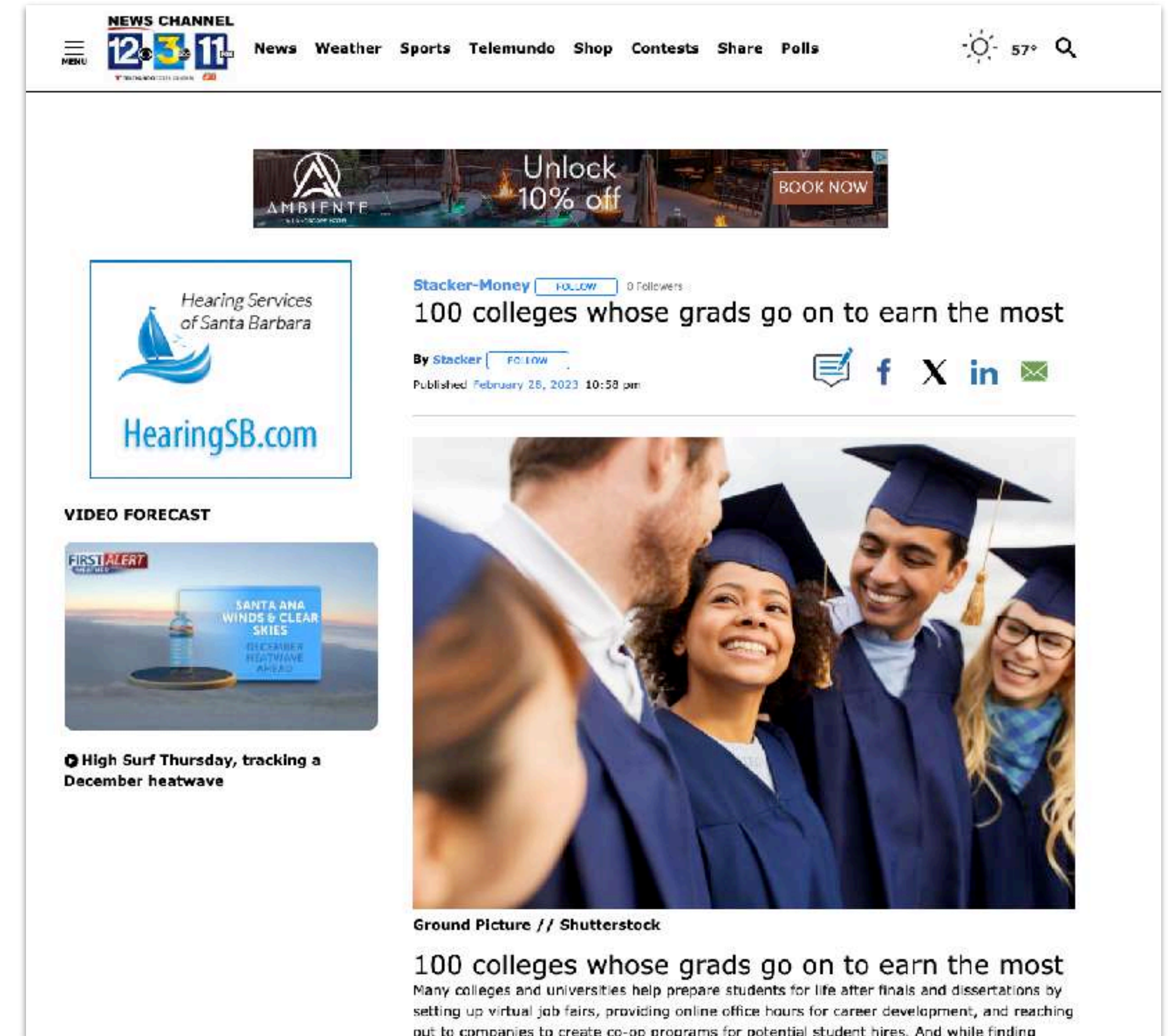
- Career outcomes and graduate school acceptance rates
- Starting salaries for graduates (specific, not general)
- Public and transparent rankings, employer feedback, student satisfaction
- Strength of alumni network in hiring or mentoring
- Graduation rates and time to complete degree



# 4. Reputation Content

Like outcomes, across the board this is content that frequently not found on the school website. Recommendations include:

- Review and audit at third-party sites, Reddit, and see what issues are being raised.
- Consider a PR or SEO Content Marketing strategy that includes articles in media that cite your reputation.
- Review wikipedia, collegefactual, niche, etc.
- Be sure to update all of the profiles that you own on sites like US New or Niche



The screenshot shows a news website interface. At the top is a navigation bar with the 'NEWS CHANNEL 12 3 11' logo and links for News, Weather, Sports, Telemundo, Shop, Contests, Share, and Polls. A weather icon shows 57°. Below the navigation bar is a banner for 'Ambiente' with a 'Unlock 10% off' offer and a 'BOOK NOW' button. To the left is an advertisement for 'Hearing Services of Santa Barbara' with the website 'HearingSB.com'. In the center is a 'VIDEO FORECAST' section titled 'FIRST ALERT' showing 'SANTA ANA WINDS & CLEAR SKIES' and 'DECEMBER HEATWAVE AHEAD'. Below this is a headline: 'High Surf Thursday, tracking a December heatwave'. To the right is an article by 'Stacker-Money' titled '100 colleges whose grads go on to earn the most', published on February 26, 2023, at 10:58 pm. The article includes social media share icons and a large photo of four graduates in blue caps and gowns. Below the photo is the text 'Ground Picture // Shutterstock' and the start of the article text: '100 colleges whose grads go on to earn the most Many colleges and universities help prepare students for life after finals and dissertations by setting up virtual job fairs, providing online office hours for career development, and reaching out to companies to create co-op programs for potential student hires. And while finding'.





## 5. Focus on Content, Not Schema

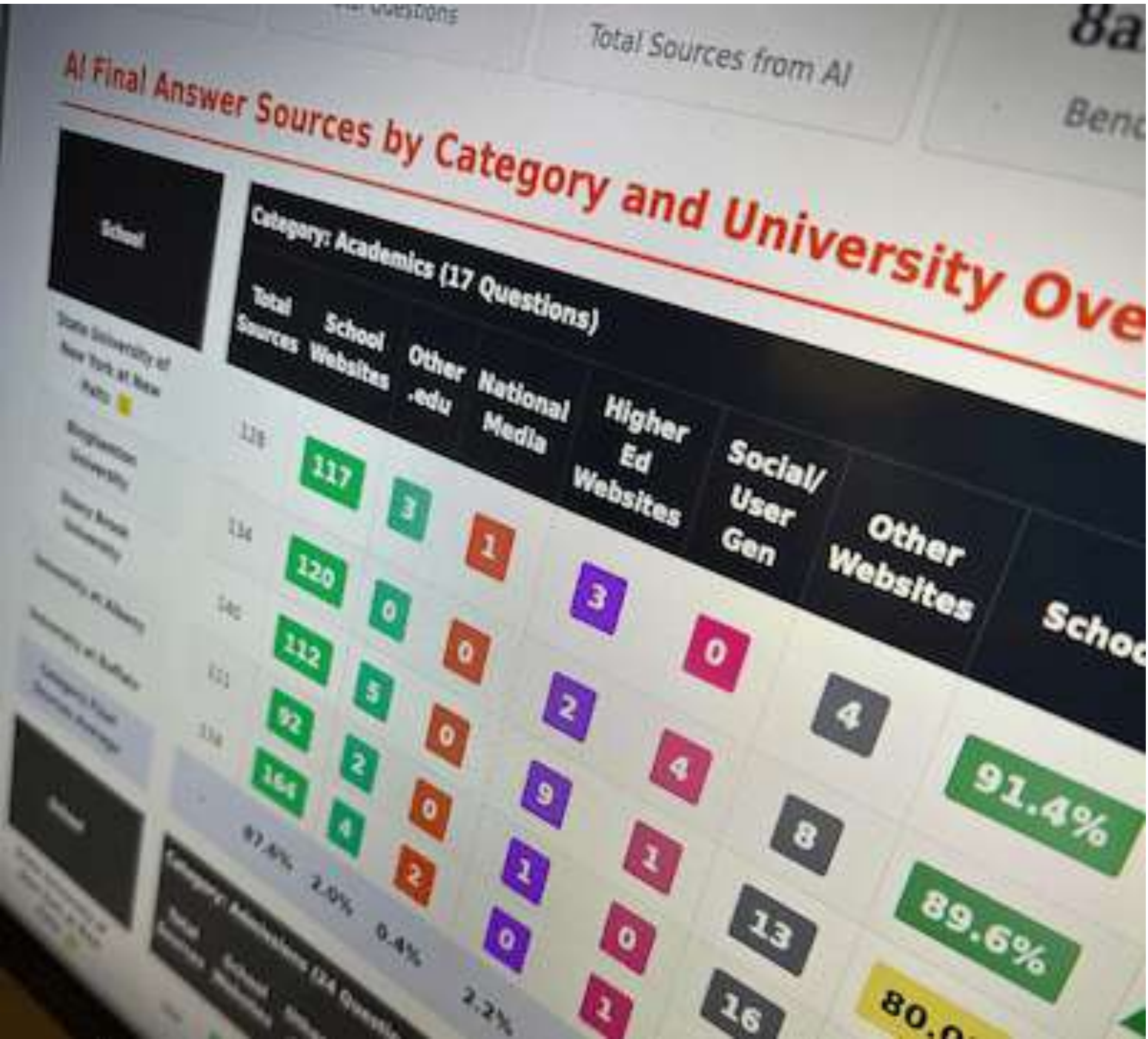
Recent testing by our team shows that ChatGPT is not using schema or additional JSON-LD or JSON feeds to add content.

A focus on providing direct, clear and consistent content is best. This means labeling content – cost, degree, dates, cost – and not just using softer marketing language.

# 6. AI Visibility Scorecard

We're offering high-level AI Visibility scorecards to help you identify the third-party sources that are being used.

This will allow you to understand where to focus your content clean up and production efforts.





# 7. Content Hygiene

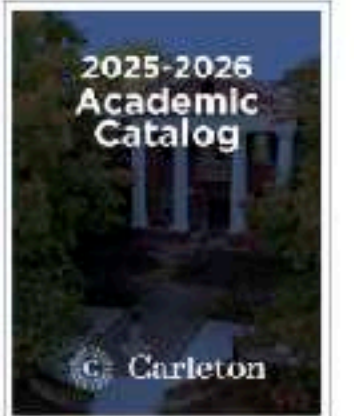
Search your web ecosystem for duplicate and out-of-date content and look for inconsistencies.

One area to dig into is the use of the program pages vs. the catalog. The online catalog frequently repeats content on the website.

## 2025-2026 Academic Catalog

Each year the Carleton College [Registrar's Office](#) publishes a new edition of our Academic Catalog. This website provides information about all courses offered in the current academic year, along with details on academic regulations, major and minor requirements, and requirements for graduation. For more information on navigating the catalog, see [Exploring the Academic Course Catalog](#).

Information about Carleton's approach to the liberal arts, our faculty, academic support resources, and much more can be found on the [Carleton Academics](#) website.



[Download the Catalog \(9 MB PDF\)](#)

## Search for Courses

Subject:

-

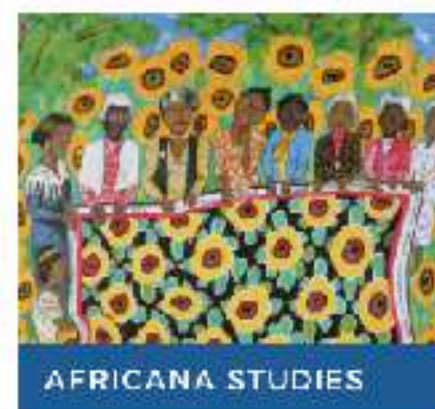
Term:

All of 2025-26

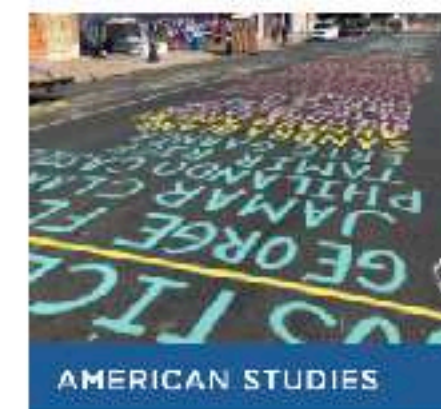
Find Courses

More Search Options

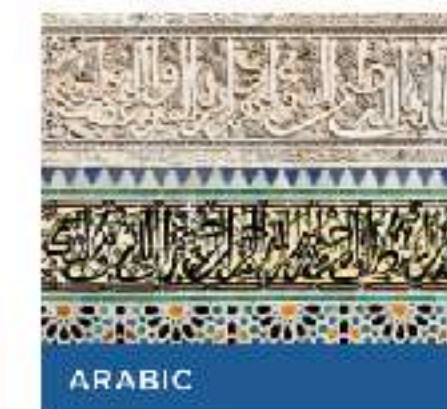
## Academic Departments & Programs



AFRICANA STUDIES



AMERICAN STUDIES



ARABIC



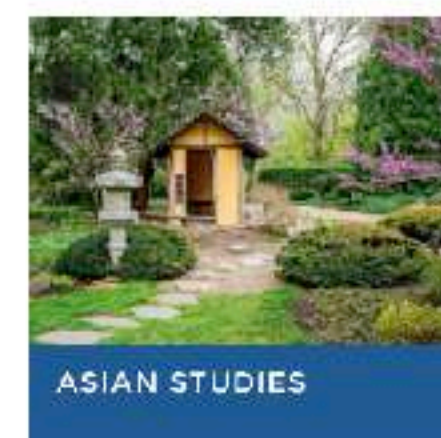
ARCHAEOLOGY



ART & ART HISTORY



ASIAN LANGUAGES  
AND LITERATURES



ASIAN STUDIES



ASTRONOMY



BIOCHEMISTRY



BIOLOGY





# What's Next?





# Product Roadmap

- **Expanding audiences** – alumni, graduate, adult learners
- **Custom questions** – do you have specific questions or areas to explore – we can run reports
- **New platforms and LLM Models** – Gemini is in beta
- Looking at AI across the funnel

## Un-Branded AI Queries

“I am looking for a school with CS. I have 1300 SAT / 3.65 GPA”  
“What are the best small schools in PA for x degree”  
“What are the most affordable schools in Texas”

## Branded AI Queries

“What is the faculty student ratio at school X?”

## Decision Queries

“Which degree is more valuable?”  
“Compare MBA from X school vs Y school”  
“Which school should I go to X vs. Y”  
“Is this school worth it? Is it any good?”