



Be Found

How Prospective Students Discover
Your Content in AI and Search



What Got Us Thinking

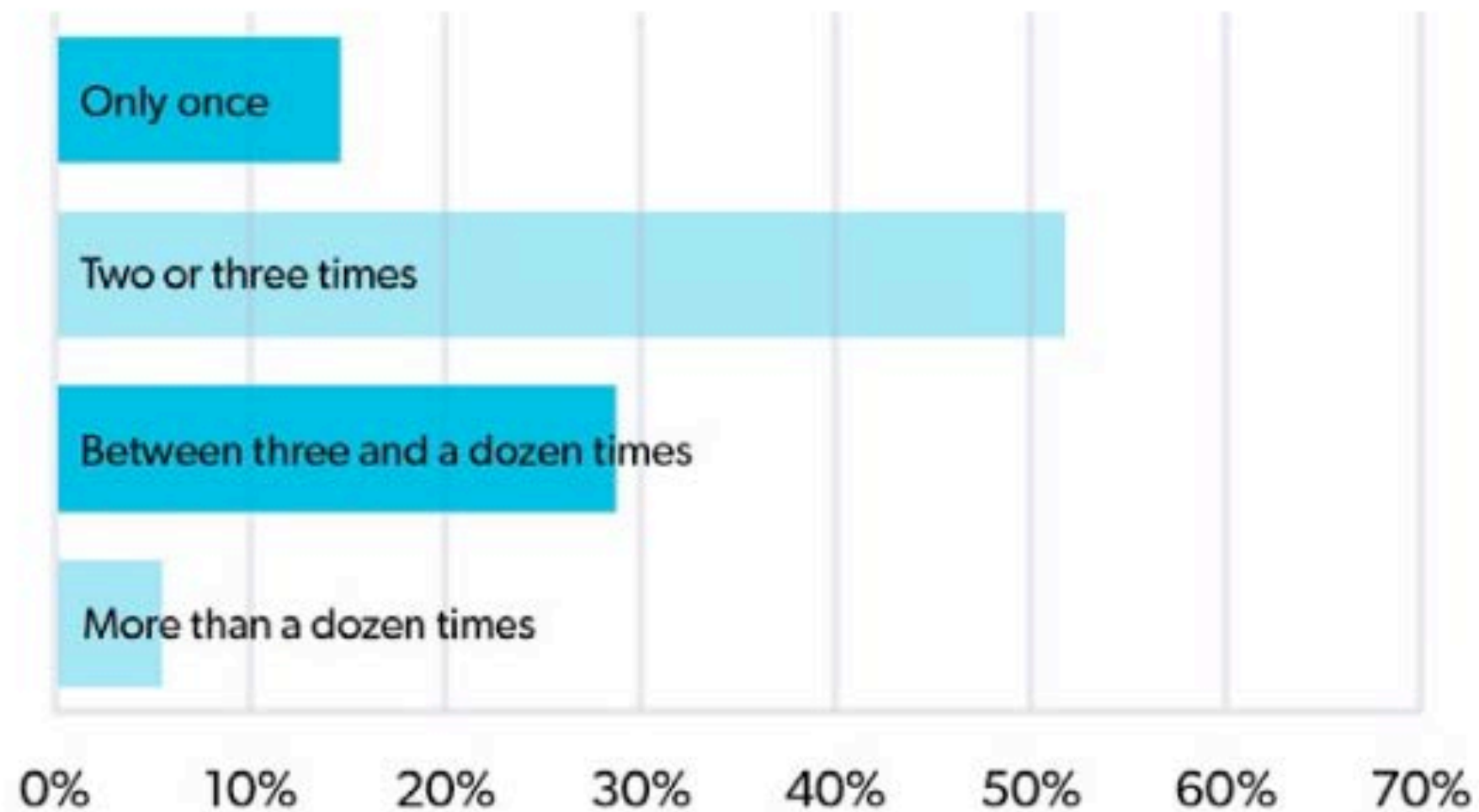
30% of respondents reported using chatbots for help with researching college options — up from 17% in 2023.

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



AI Chatbots are Used By Prospects in Research; 8% Cited AI as an influencer in 2025 15% Cite AI as an influencer in 2026

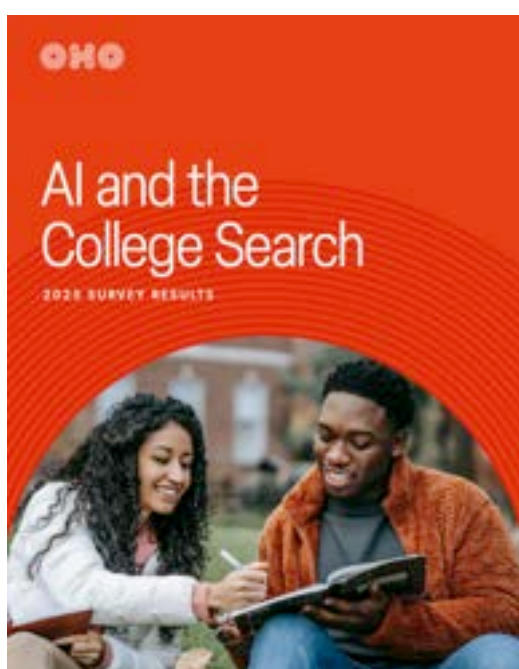
How frequently did you use an AI chat tool while you were researching your college options?



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%	AI chat tools (chatbots)	7.90%
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"





AI Disruption in the Student Journey

AI is the first tool that prospective students turn to when researching colleges (followed closely by search engines).





Core Questions

What sources does ChatGPT use to generate answers about schools?

How can we influence these responses?



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



AI Visibility 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



Benchmark Report ChatGPT & Undergraduate

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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

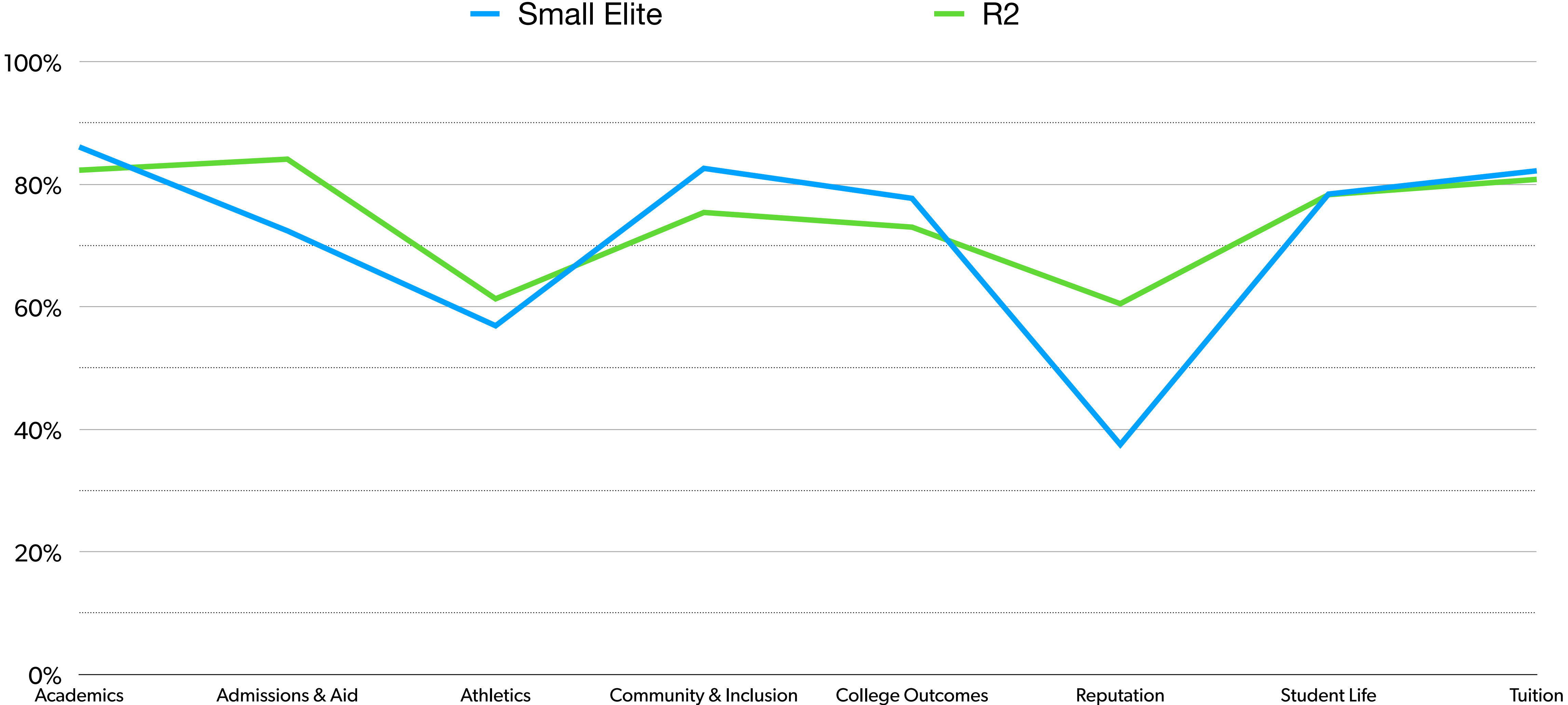
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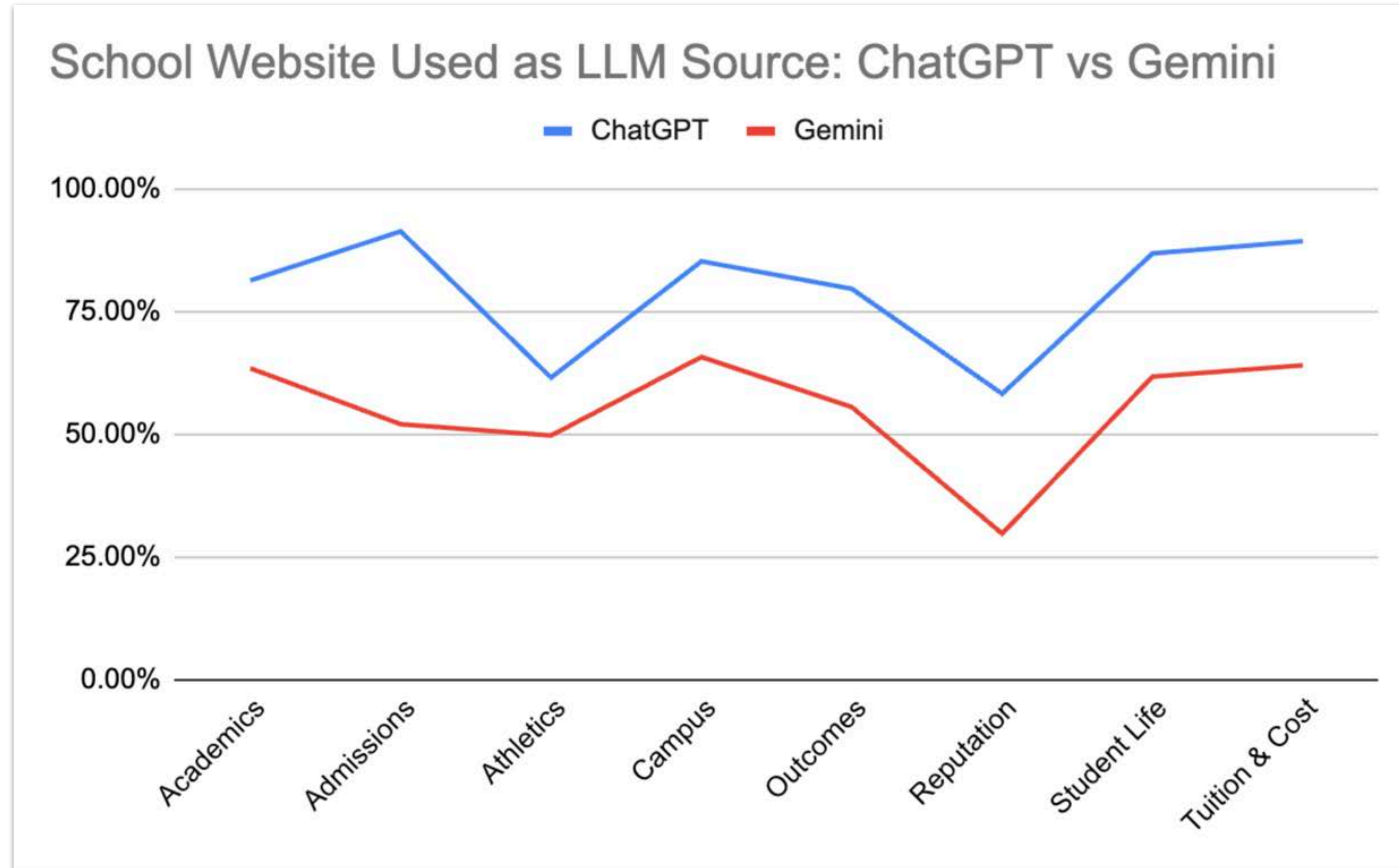
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"School Website" as an AI Source





ChatGPT Source vs. Gemini Sources



On average, Gemini is using your school's website 24% less than ChatGPT



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.

**School
.edu**

Audit the content
for quality and consistency

**Other
Sources**

Audit the topics that
are being covered
Develop content to own

“No Source”

Review answers that
are not using any sources
Develop content to fill gap



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 such as articles)
- Wikipedia

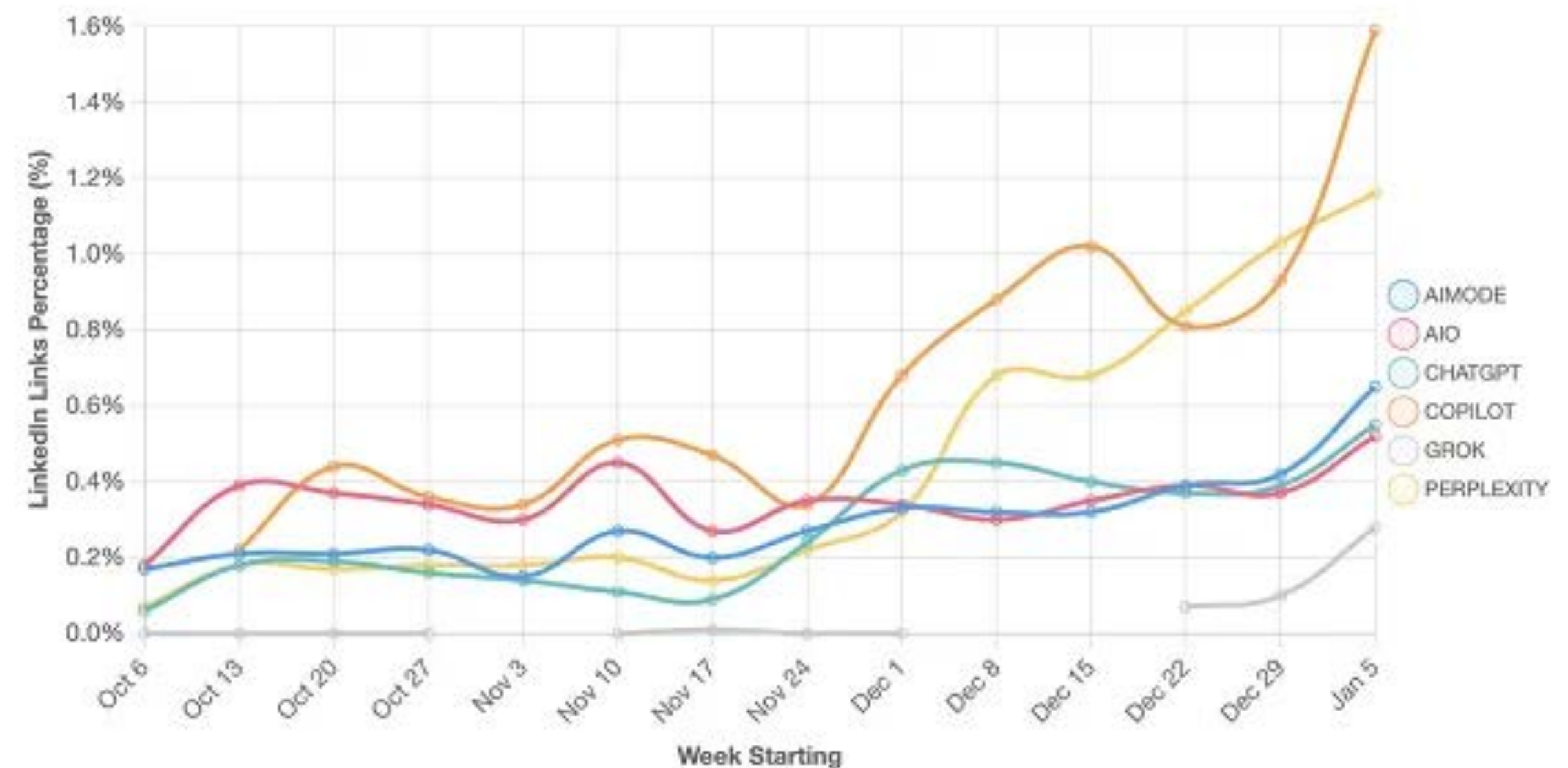
ChatGPT does not have access to:

- 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.



LinkedIn % of Total Citations

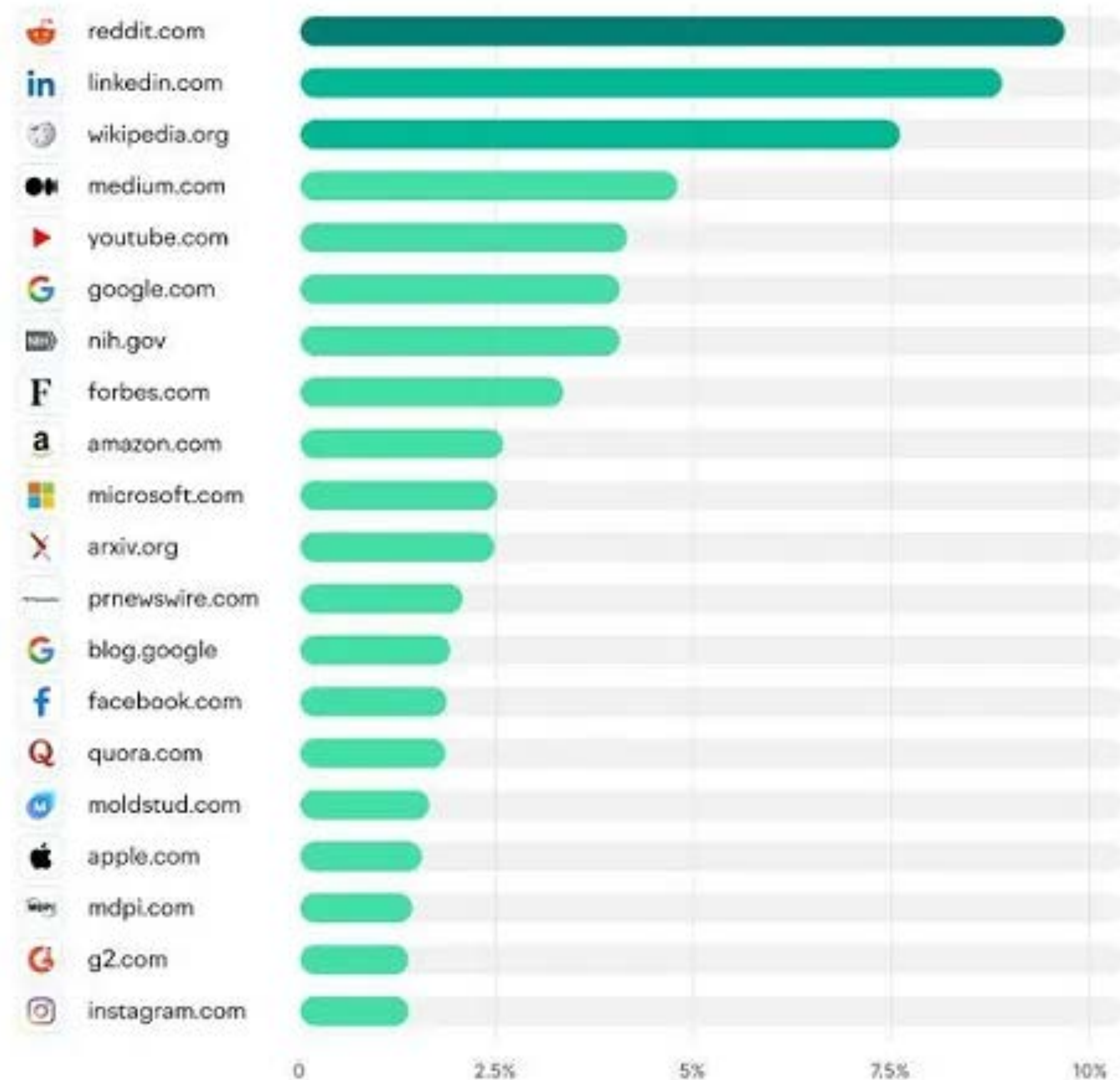




Top Sources

- Reddit
- LinkedIn
- Wikipedia
- Medium
- YouTube
- Google.com
- Forbes
- Amazon
- Microsoft

Top Cited Domains on LLMs (ChatGPT, Google AI Mode, Perplexity): October 2025





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.

Yale News
NEW HAVEN, CONNECTICUT • THURSDAY, DECEMBER 4, 2025 • VOL. CXLVIII

HOME OPINION UNIVERSITY CITY SCITECH ARTS SPORTS MULTIMEDIA WKND MAGAZINE ABOUT

GREAT ORGAN MUSIC AT YALE
James O'Donnell
Dec. 7, 7:30 pm / Woolsey Hall, 500 College St.

UNIVERSITY | ISOBEL MCCLURE & ASHER BOISKIN
Layoffs may come as Yale seeks to shrink staff amid budget cuts
In an email to faculty and staff, University administrators said that “layoffs may be necessary” as the University faces long-term budget constraints caused by the endowment tax hike.

CITY
ELIJAH HUREWITZ-RAVITCH
Yale in talks with New Haven as drop in contribution to city budget looms
City and University officials in October began negotiations that Mayor Justin Elicker hopes will avert a scheduled decrease in Yale's voluntary contribution to New Haven. President Maurice McInnis said a deal could be reached by March.

SPORTS
BRODY GILKISON
Football: Dogs to face Cats in uphill playoff battle on Montana turf
This weekend, the Yale football team will take on the No. 2-seeded Montana State Bobcats in the second round of the Football Championship Subdivision playoffs.

ARTS
KIVA BANK & LENA KATIR
'Hedda Gabler' opening Thursday night at Yale Repertory Theatre
The play will be the last one directed by James Bundy DRA '95 before he steps down as artistic director of the Yale Repertory Theatre and dean of the David Geffen School of Drama.

OPINION
BEEVERS: Stop punishing imperfection
GIMBEL: Rest in peace, Morse Lipstick
MULUGETA: Marriage Pact is meant for white people
KNUESEL: Buckleg Fellows, do you hear yourselves?
SHTEIN: Don't send your kids to school
WITT: When The Game was nearly called off
GEORGE: Abandon elite politics



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 student outcomes & core IPEDS stats 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