

AI Engine Optimization: How to Increase Your Institution's Visibility in Generative Search

September 2025



Presenter

Jon Covell

- + **AVP Integrated Paid Media**
- + **Lived in Japan for a year after high school**
- + **The Questioning and Supportive Guide**



Presenter

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- + Senior Content and SEO Specialist
- + Florida native living in Austin, TX 🌵
- + The Adventurous and Caring Advisor



Agenda

- 1 The Changing Landscape of Search
- 2 The Challenges Higher Ed Marketers Face
- 3 AI Engine Optimization Strategies




The Changing Landscape of Search

The Changing Landscape of Search


Google best nursing school in boston

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 **mcphe.edu**
<https://www.mcphe.edu/nursing/certificate>


24-Month Program - Best Psychiatric Nurse Programs - MCPHS

✓ Business identity verified — Every Student Is Assigned a Mentor, Advisor and Coach For Personalized Guidance & Support.

 **Nurse.org**
<https://nurse.org/articles/top-10-best-nursing-school...>


Top 10 Best Nursing Schools in Massachusetts

Jun 4, 2024 — Top 10 Nursing Schools in Massachusetts: 1. Simmons College · 2. Boston College · 3. University of Massachusetts - Amherst · 4. University of ...

 **Boston College**
<https://www.bc.edu/bc-web/schools/cson>


Connell School of Nursing

#1. master of nursing program in New England. U.S. News & World Report. Best Nursing Schools, Master's · #9. ranked undergraduate nursing program nationally.

 **Registered Nursing.org**
<https://www.registerednursing.org/Nursing-Schools>

Best Nursing Schools in Massachusetts - ADN, BSN

Jan 7, 2025 — 2025 Best Nursing Schools in Massachusetts · Assumption University · Northeastern University · Quincy College · Boston College · Curry College.

 **UMass Boston**
<https://www.umb.edu/academics/program-finder/nu...>

Nursing BS

The Nursing BS is UMass Boston's traditional bachelor's option (2.5-4 years of academic study) pre-licensure program for future nurses who aren't yet RN ...



best nursing school in boston

Boston is home to several top-ranked nursing schools. The **best nursing school** in the city is generally considered to be:

Boston College - Connell School of Nursing

- **Reputation:** Consistently ranked among the top nursing programs nationally.
- **Programs:** BSN, MSN, DNP, and PhD in Nursing.
- **Strengths:** Strong clinical partnerships, research opportunities, and a reputation for academic excellence.
- **NCLEX Pass Rate:** High (usually well above national average).
- **Location:** Chestnut Hill (a neighborhood bordering Boston proper).

Other Top Nursing Programs in Boston:

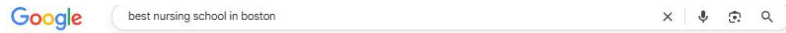
2. MGH Institute of Health Professions

- **Affiliated with:** Massachusetts General Hospital.
- **Programs:** Direct-entry MSN, DNP, and PhD.
- **Strengths:** Exceptional clinical placements and faculty.
- **Note:** No traditional BSN program.



3. Simmons University

The Changing Landscape of Search



Sponsored



mcpchs.edu

<https://www.mcpchs.edu/nursing/certificate>

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which nursing school is the best in boston

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About 57,300,000 results (0.44 seconds)

AI Overview

In the Boston area, **Boston College (Connell School of Nursing)** is consistently ranked as a top nursing school, offering a comprehensive education that prepares students for diverse nursing roles and emphasizes both theory and practice.

Here's a more detailed look at some of the top nursing schools in the Boston area:

Top Nursing Schools in Boston:

Boston College (Connell School of Nursing):

- Known for its comprehensive BSN program that blends classroom learning with clinical experiences.
- Offers opportunities for international study, student organizations, and faculty collaboration.
- Focuses on critical thinking, patient-centered care, leadership, and evidence-based practice.
- Offers MSN, DNP, and CRNA degrees.
- BSN students can begin work on a master's of science in nursing (MSN) during their junior and senior years.

MGH Institute of Health Professions:

Connell School of Nursing - Boston College

Home - Connell School of Nursing - Boston College. ... "The Connell School of Nursing is where the students of today..."

Boston College

Top 10 Best Nursing Schools in Massachusetts 2025 | Nurse.org

Jun 4, 2024 — Often considered one of the top colleges in the nation, Boston College is the first college to open its doors in...

Nurse.org

Best Nursing Schools in Boston, MA 2025 - Research.com

Boston College is one of the most popular nursing schools in Boston. Boston College's BSN program offers a comprehens...

Research.com

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The Changing Landscape of Search

Google

how to choose a nursing school

Regis College
<https://www.regiscollege.edu/blog/nursing/where-c...>

Seven Things to Look for in a Bachelor's Degree Nursing...
 Jan 24, 2024 — 1. Accreditation · 2. Well-Rounded Curriculum · 3. Modality and Flexibility · 4. Experienced Faculty · 5. Program Reputation · 6. Student Support ...

Chamberlain University
<https://www.chamberlain.edu/blog/how-to-choose-a-...>

How to Choose a Nursing School
 Feb 6, 2024 — Answer the five questions below to determine which nursing school is right for you. 1. What nursing degree do you want to pursue?

Marian University
<https://onlineabsn.marian.edu/blog/choosing-a-nursi...>

7 Factors to Consider When Choosing a Nursing School
 Apr 26, 2024 — 7 Factors to Consider When Choosing a Nursing School · 1. What the Nursing Program is Like for Students · 2. Requirements and Prerequisites · 3.

nursingeducation.org
<https://nursingeducation.org/resources/how-to-find-t...>

How to Find the Right Nursing Program - NursingEducation.org
 Sep 6, 2023 — These considerations can be broken down into four areas: your career goals, the requirements of the program, the choice of online versus face-to-face education ...

[Career Goals](#) [Understand The Requirements](#) [Accreditation And Approval...](#)



AI Overview

To choose the right nursing school, **prioritize accreditation, curriculum, clinical opportunities, and faculty expertise**. Consider program format, cost, location, and student support services as well. Also, ensure the school's mission aligns with your career goals and that the program prepares you for the NCLEX and future career.

This video explains the key factors to consider when choosing a nursing school.

Choosing a Nursing School

NurseMoneyTalk
 YouTube · Jan 14, 2021

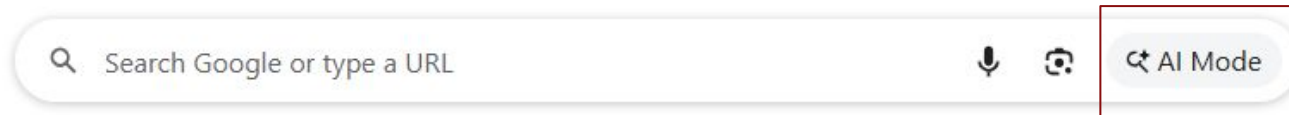
10 Things to Consider When Choosing a Nursing School
 Jun 28, 2024 — You'll want to look at accreditation, curriculum, clinical experience...
 Nebraska Methodist College

10 Top Factors to Consider When Choosing a Nursing School
 Jan 13, 2021 — school you should en...
 YouTube · NurseMoneyTalk

What To Look For When Choosing a Nursing School
 Feb 21, 2024 — What To Look For When Choosing a Nursing School * Accreditation...
 Diversity Nursing Blog

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Try AI Mode



AI Mode is Google's ChatGPT

Google

what colleges should i apply to with a 2.5 gpa

AI Mode All Short videos Forums Images Videos News More Tools

AI Overview

With a 2.5 GPA, you should focus on applying to **colleges with open admissions policies, state universities with more flexible criteria, and trade schools**. Additionally, some online universities and those with a focus on specific fields like the arts might be a good fit.

Here's a more detailed breakdown:

1. **Community Colleges:**

- Community colleges often have open admissions, meaning they accept most applicants regardless of GPA.










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2.5 GPA Colleges | Page 1 - Apply.com
Community Colleges: These institutions often have open admissions policies, meaning they...

10 Best Colleges That Accept 2.5 GPA in 2025 - Learn.org
Popular Schools * The University of Arizona Global Campus responds quickly to information requests through this website...

Colleges you can get into with a 2.5 GPA

From sources across the web

 Southern New Hampshire Uni...	 Albany State University	 Alabama State University
 Benedictine University	 California State University, Lo...	 Full Sail University
 Idaho State University	 National University	 New England College

Google Ads Now Appear

The screenshot shows a Google search interface with the query "computer science degree ohio". Below the search bar, there is a section of AI-generated content with the following structure:

- Degree Level**
: Decide if you want an associate, bachelor's, or graduate degree, or a degree in a related field like Information Technology (IT).
- Curriculum**
: Understand the difference between a Bachelor of Science (BS), which is more technical, and a Bachelor of Arts (BA), which allows for more humanities electives.
- Specialization**
: Some programs, like those at Case Western Reserve, focus on specific industry needs, while others offer a broader technical foundation.
- Campus vs. Online**
: Many universities offer both on-campus and online options, which can be a key factor in choosing a program.

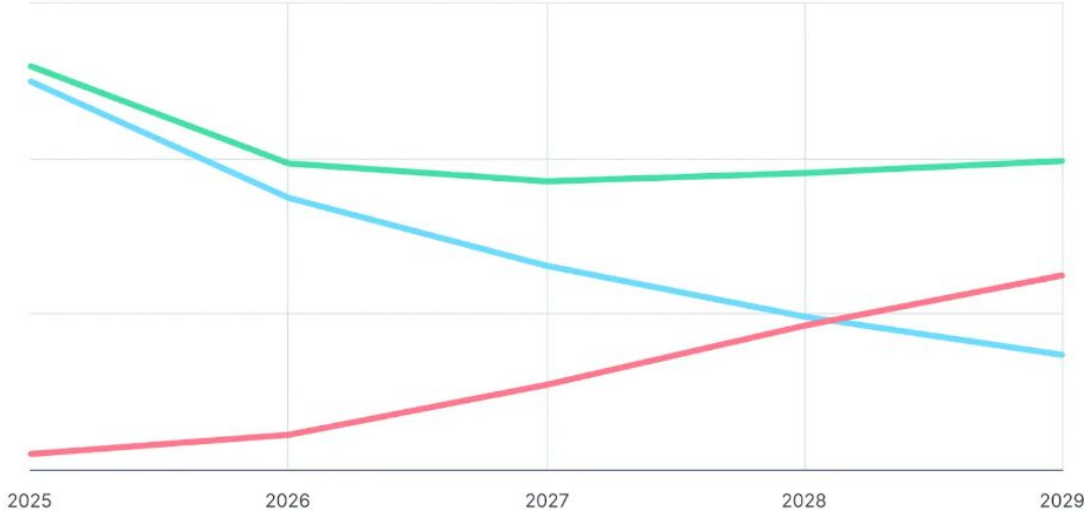
Below this content is a button labeled "Dive deeper in AI Mode".

Below the button, a red box highlights a section containing:

- A disclaimer: "AI responses may include mistakes. [Learn more](#)"
- A "Sponsored" header.
- The text: "Here are some universities with computer science programs to consider:"
- Two sponsored ads:
 - Franklin Pierce University - Flexible Learning Pathways**
Explore flexible undergrad programs and find your future at Franklin Pierce
Franklin Pierce Univ.
 - Computer Science Bachelor's - Computer Science Degree**
Study **computer science** at Full Sail and explore AI, machine learning,...
Full Sail University

Projected Annual Visitors by Source

Traditional Organic Search LLMs (Including Google AI) Total



semrush.com



850% YoY growth

"AI search engines are not yet a main source of website traffic, but we saw a significant increase in a single year."

- Carnegie's Analytics Team

Challenges Facing Higher Ed Marketers

Shifting Search Behavior

Old Behavior

Types specific query into the search bar

Clicks through multiple websites to find answers

Regularly visit a website to search for details



New Behavior

Uses natural, conversational language

Relies on AI to surface the most relevant information

Visits the site only when seeking in-depth info or ready to take action

Why AI Engine Optimization

Challenges Facing Institutions

- Declining brand visibility as websites and content are not optimized for AI-driven search experiences
- Traditional paid search is generating fewer impressions and more expensive clicks
- Fewer site visits increase pressure on each visit to convert
- Limited data to measure success and impact

Solutions


- Shift focus to a full-funnel content strategy designed to boost visibility across AI-powered search results
- Increase use of visual and video content optimized for AI-search
- Leverage AI-focused paid search
- Unlock deeper analytics to understand performance to drive results

AI Engine Optimization Strategies


**Create content, image, and video
optimized for LLM understanding**

Create and optimize content for AI search

what is an associate degree

An associate degree is an undergraduate degree typically awarded by community colleges, junior colleges, or technical schools after completing a two-year program. It requires completing approximately 60 college credits. 

Key Characteristics of an Associate Degree:

- **Duration:** Generally takes two years of full-time study to complete.
- **Focus:** Can either provide foundational knowledge for transfer to a bachelor's degree program or focus on specialized skills for direct entry into a career.
- **Credit Hours:** Typically requires around 60 credit hours.
- **Accessibility:** Offers a more accessible and often more affordable path to higher education than a bachelor's degree. 

Types of Associate Degrees:

- **Associate of Arts (AA):** Focuses on liberal arts and humanities, designed for students planning to transfer to a four-year institution to pursue a Bachelor of Arts degree.
- **Associate of Science (AS):** Emphasizes mathematics and sciences, often aimed at students who intend to transfer to a four-year institution for a Bachelor of Science



17 sites



Is Earning an Associate Degree Worth It? - San Juan College

Is Earning an Associate Degree Worth It? ... Define an associate degree,...



San Juan College



How Long Does It Take To Get an Associate Degree? | Franklin.edu
How Long Does It Take To Get an Associate Degree? ... An associate...



Franklin University



Associate Vs. Bachelor's Degree | Carson-Newman University

We also discuss online associate degree programs versus online...



Carson-Newman University

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Create and optimize content for AI search

- Optimize image, video, and transcript keywords for LLM citations
- Use clear structure, fast load times, and strong metadata
- Leverage blogs and thought leadership for top-funnel visibility
- Showcase human expertise to build trust

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How Long Does It Take To Get an Associate Degree? ... An associate...

Franklin University

Associate Vs. Bachelor's Degree | Carson-Newman University

We also discuss online associate degree programs versus online...

Carson-Newman University

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Leverage AI-focused paid search

Leverage AI Max for Search

What it is:

- A new AI upgrade inside regular Search campaigns
- Uses existing keywords, landing pages, and ads, then applies AI to fine-tune headlines, descriptions, and drive traffic to appropriate pages

Why test it:

- Increased ad visibility in new AI search experiences while keeping control with tools like negatives, exclusions, and asset reviews



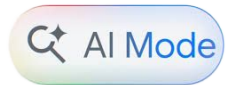
**Get accurate data on web traffic
from AI search engines**

Refine strategies based on smart data collection

- It's inherently challenging to track when your content or brand is mentioned or cited by AI tools
- To gain accurate traffic insights in Google Analytics, implement custom tracking and segmentation for referral traffic from popular Large Language Models (LLMs)



ChatGPT



perplexity



Claude



Copilot

Refine strategies based on smart data collection

Explore SAAS tools or check manually for:

- **Overall AI Visibility:** How often does your brand appear?
- **Citations:** Is your website linked?
- **Brand mentions:** Is your brand in the answer?
- **Brand sentiment:** How does the tool talk about your brand?

is san juan college good for energy careers

Yes, San Juan College is well-regarded for energy careers, particularly through its School of Energy. It has a long-standing history of preparing students for both traditional fossil fuel and emerging renewable energy sectors. The college emphasizes practical, hands-on training and has strong connections with industry partners.

Strong industry connections and job placement

- **Highly sought-after graduates:** According to a college promotion, many School of Energy graduates receive an average of three job offers upon graduation from long-standing industry partners, with starting salaries between \$55,000 and \$100,000.
- **Recruiting partnerships:** SJC works directly with companies like BPX and Chevron to help place graduates in high-demand positions. The college also provides resources to assist with employment portfolios and job placement for students affected by the Energy Transition Act.
- **Strong employer relationships:** The college collaborates with employers to address training needs and ensure safe work practices.

9 sites

How to Start a Career in Renewable Energy: A Guide

Feb 6, 2025 — Transfer Your Valuable Experience to Renewable Energy...

San Juan College



Petroleum Production Operations Degree, AAS - Advanced

Petroleum Production Operations Degree, AAS - Advanced. Launch yo...

San Juan College



Energy Training Programs at School of Energy - YouTube

Jul 19, 2024 — employers are competing to hire you at a starting...

YouTube



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AI Engine Optimization Solution:

- Conversational, question-based articles designed to improve a brand's AI visibility
- AI-optimized visuals and YouTube content to surface in AI search experiences
- AI-powered Google paid search campaigns built to boost visibility in AI search
- Google Analytics setup to track AI-driven traffic behavior and optimize the site for conversion

Thank You!

CARNEGIE

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carnegiehighered.com

