From SEO to AI:

The Future of Digital Discovery in Higher Ed

brianwpiper.com

CHANGE

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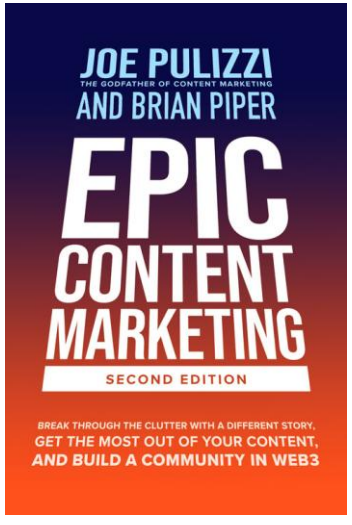
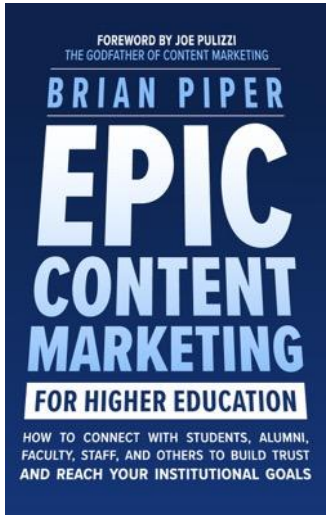
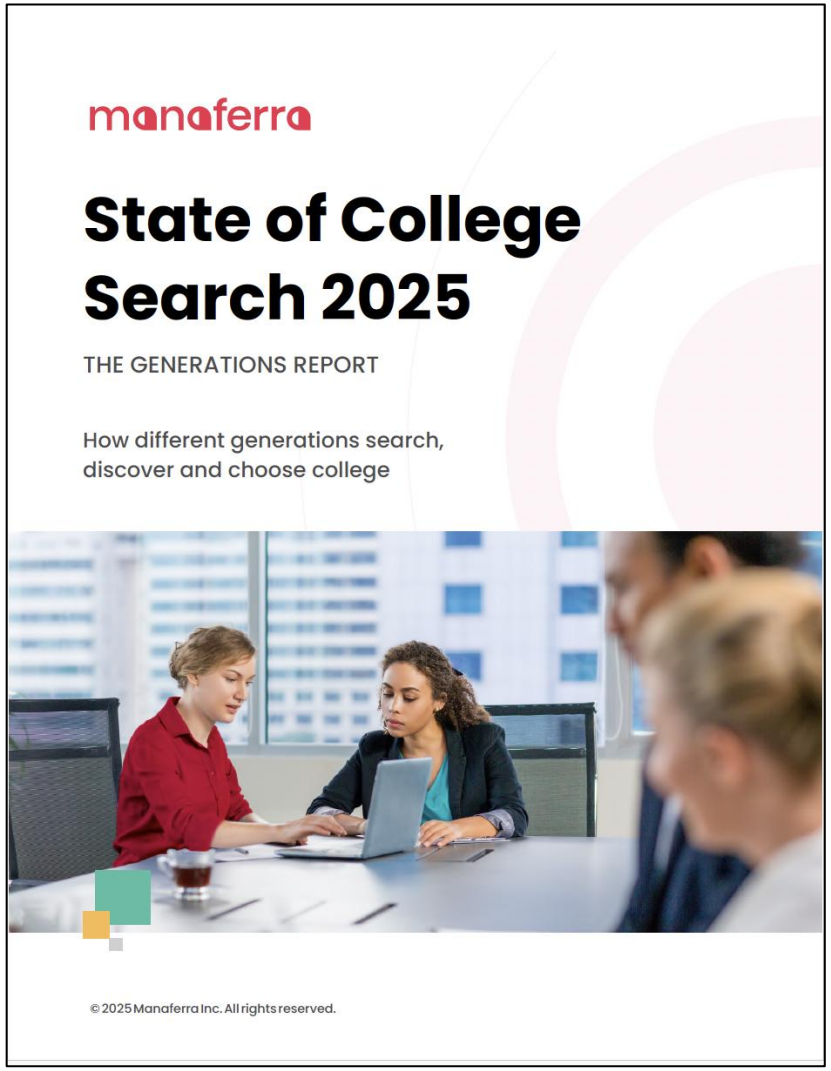




Why does it matter in higher ed?



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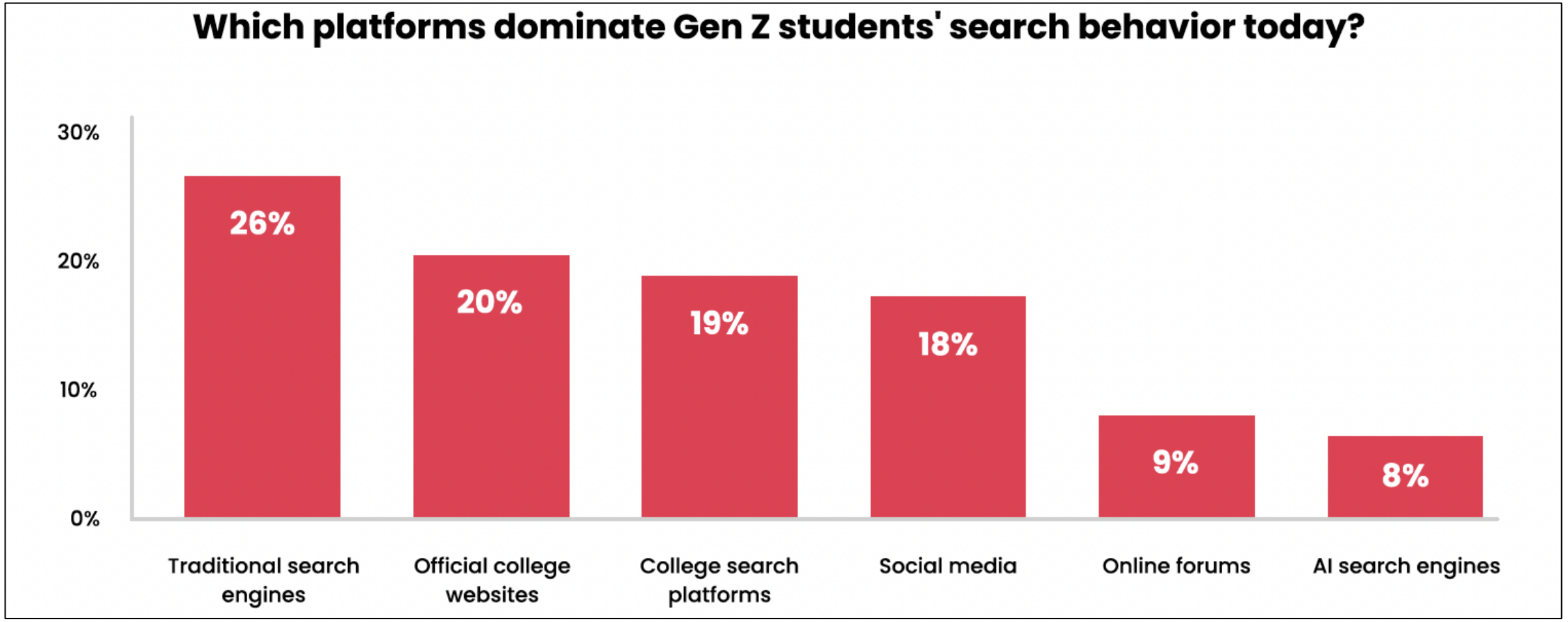


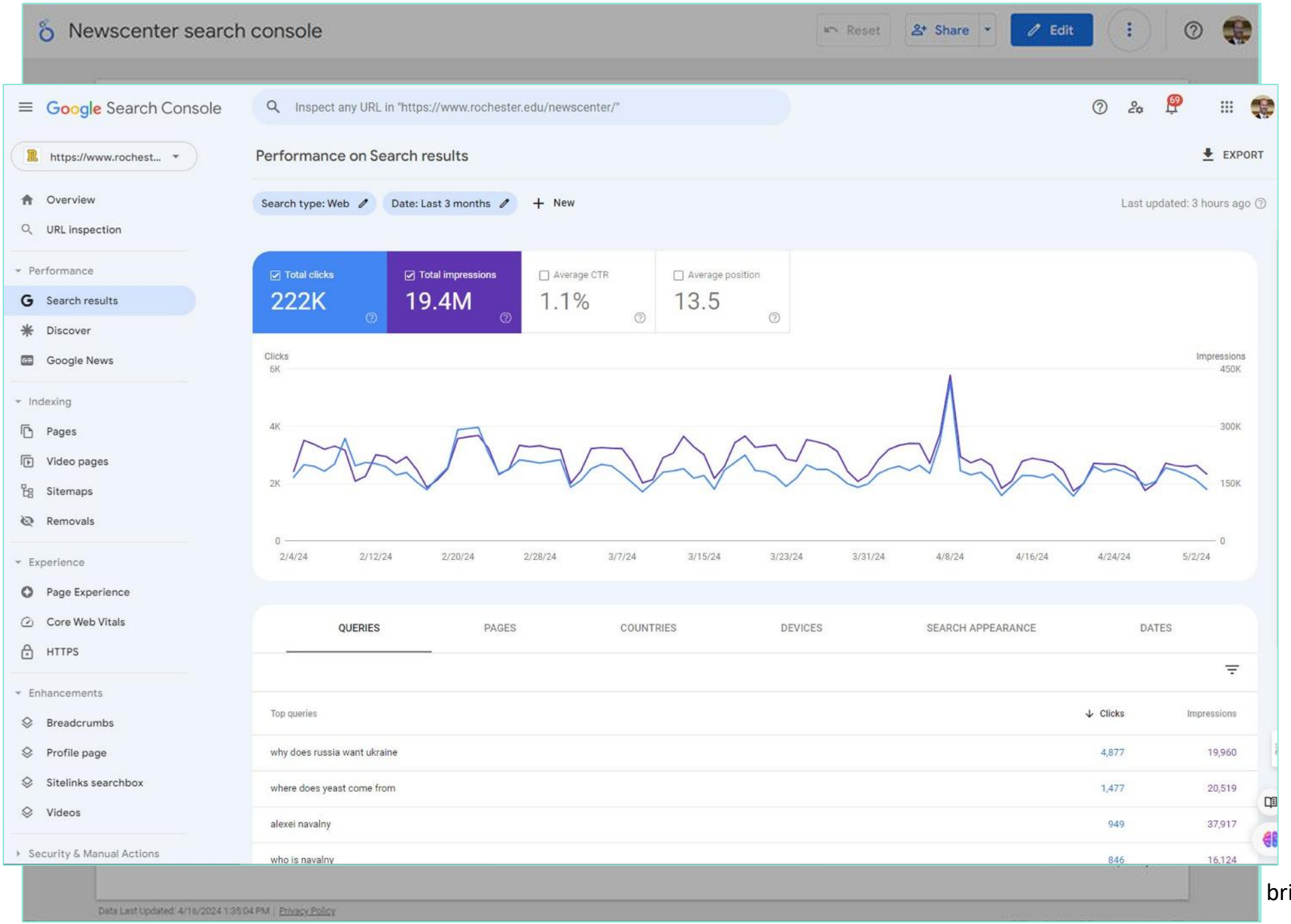
Reactive/proactive

Photo credit: Midjourney

Content performance and optimization

Look at your data

Let AI look at your data



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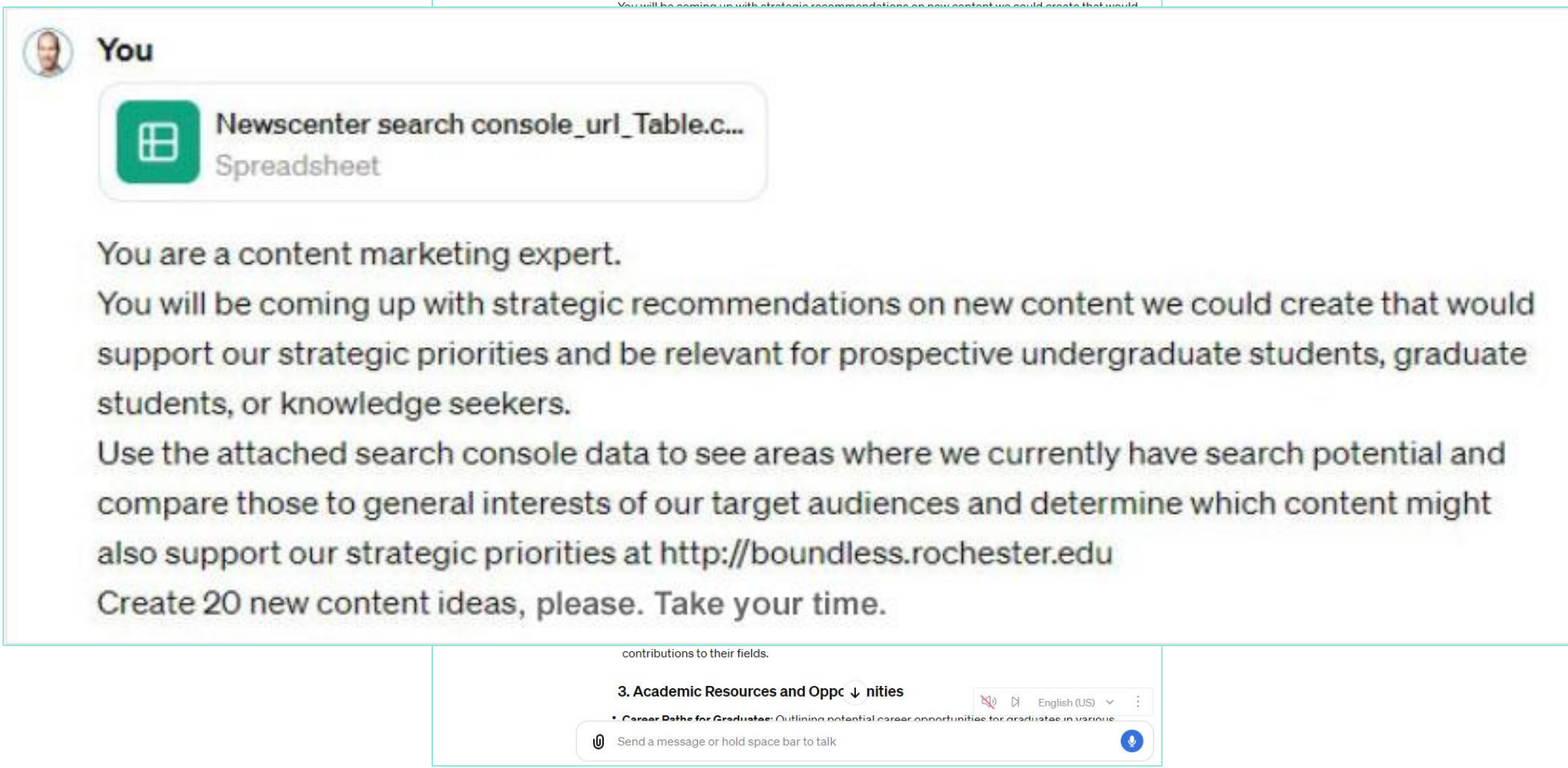

ChatGPT 4
You
Newscenter search console_url_Table.c...
Spreadsheet
You are a content marketing expert.
You will be coming up with strategic recommendations on new content we could create that would support our strategic priorities and be relevant for prospective undergraduate students, graduate students, or knowledge seekers.
Use the attached search console data to see areas where we currently have search potential and compare those to general interests of our target audiences and determine which content might also support our strategic priorities at http://boundless.rochester.edu
Create 20 new content ideas, please. Take your time.
contributions to their fields.
3. Academic Resources and Oppc nities
English (US)
Send a message or hold space bar to talk

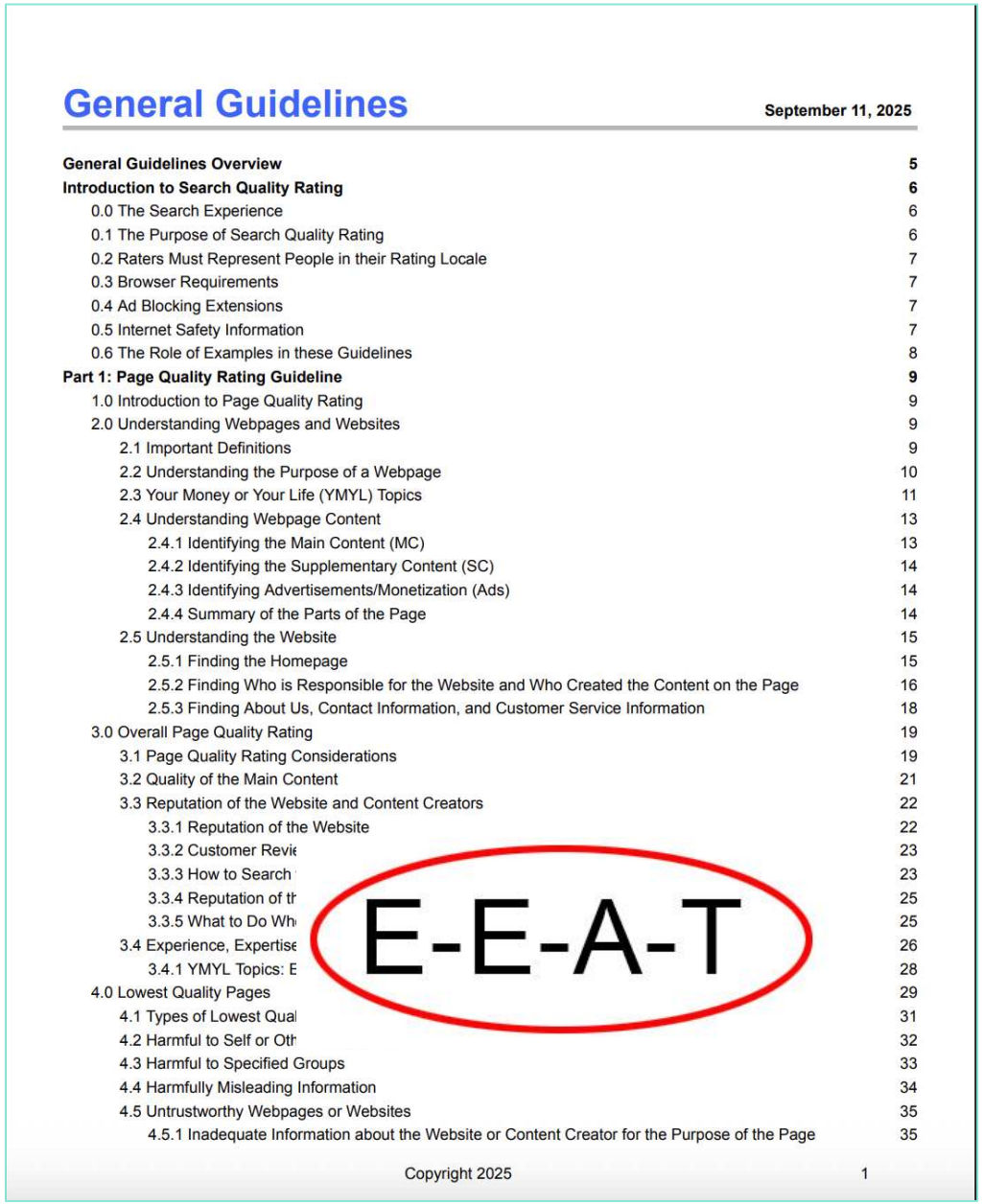
First things first

Create for people,
not for search engines.

How are users searching?

What does your audience need?
What questions are they asking?
What are related topics and terms?

Search Quality Evaluator Guidelines



General Guidelines

September 11, 2025

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E-E-A-T

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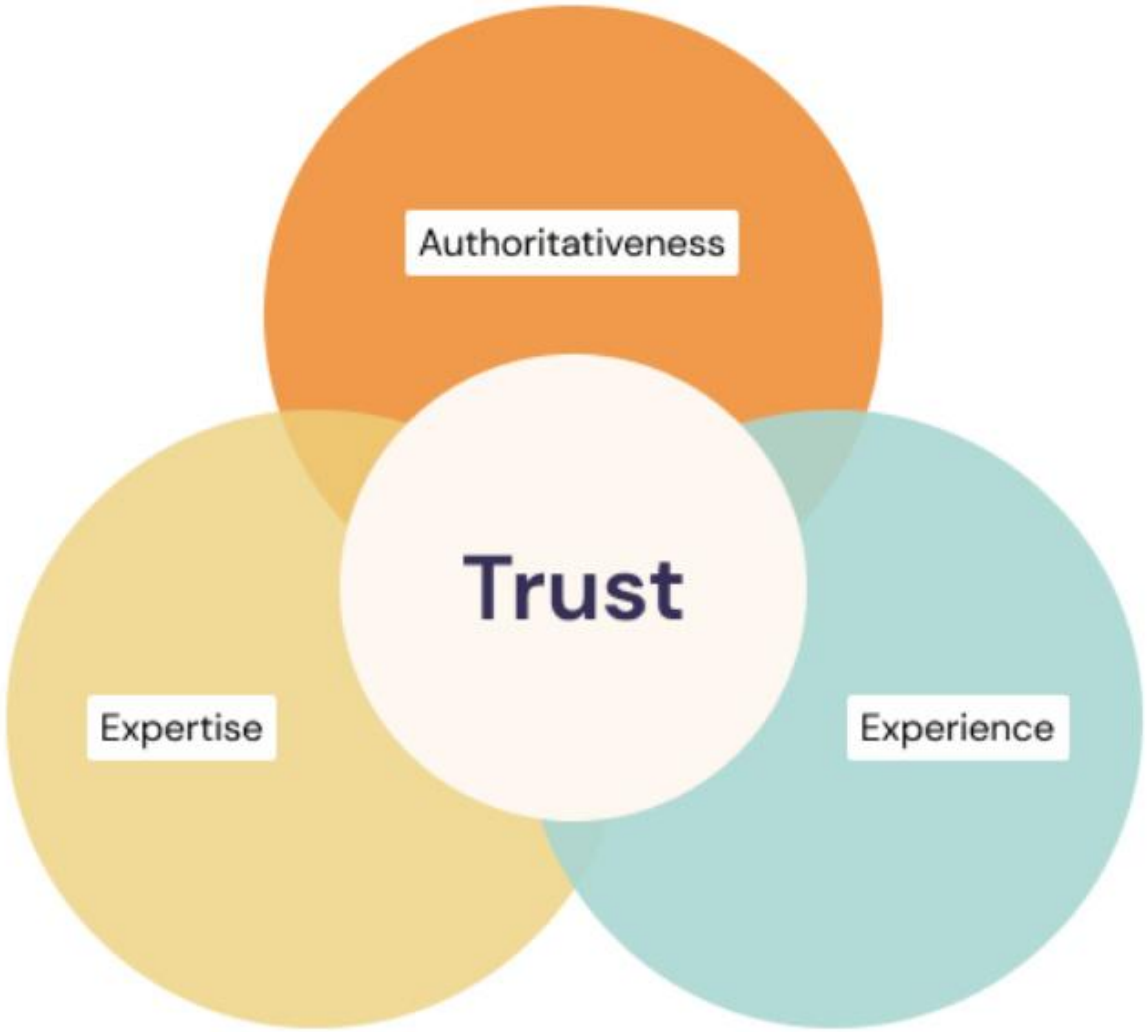
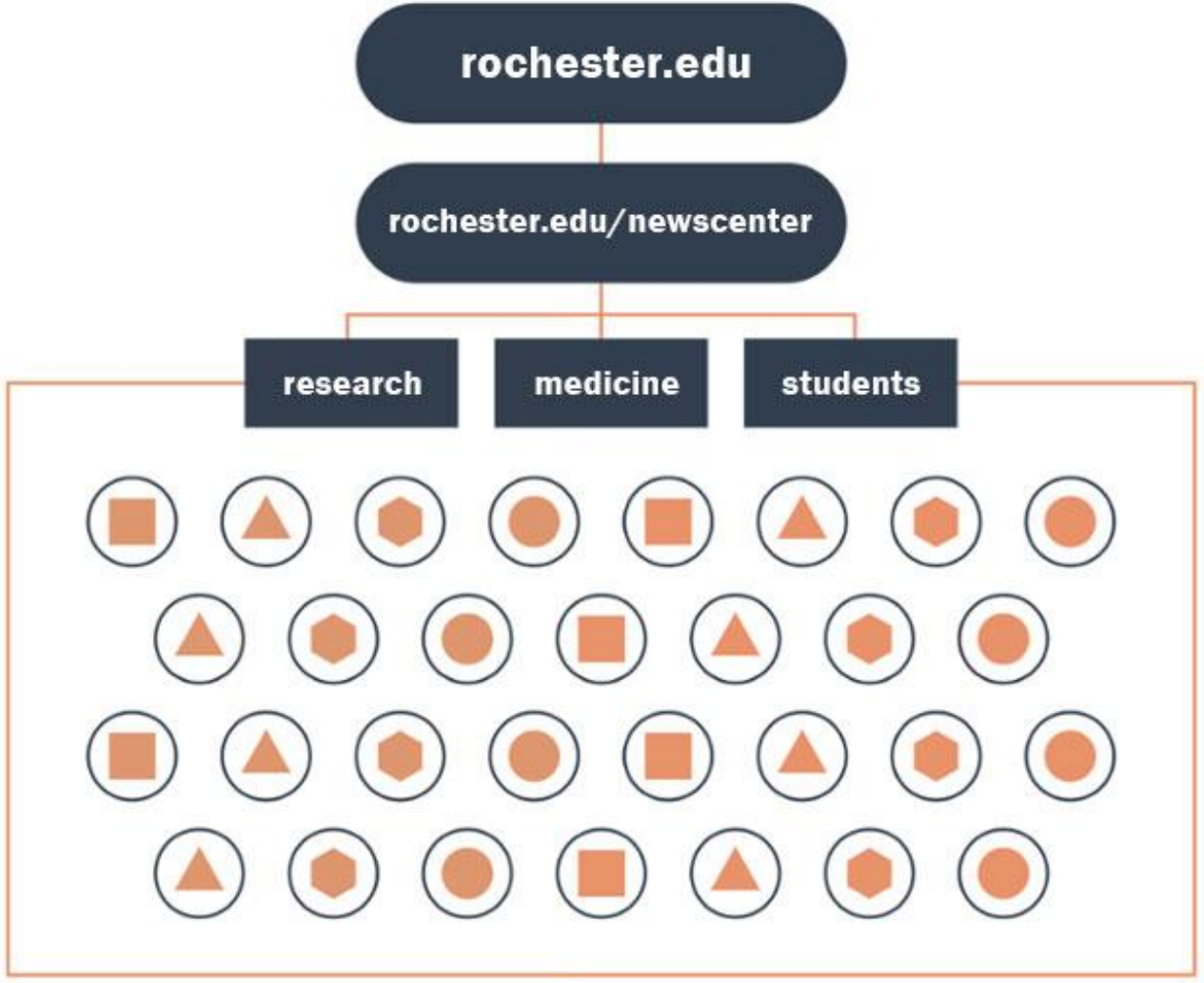
EEAT



Typical IA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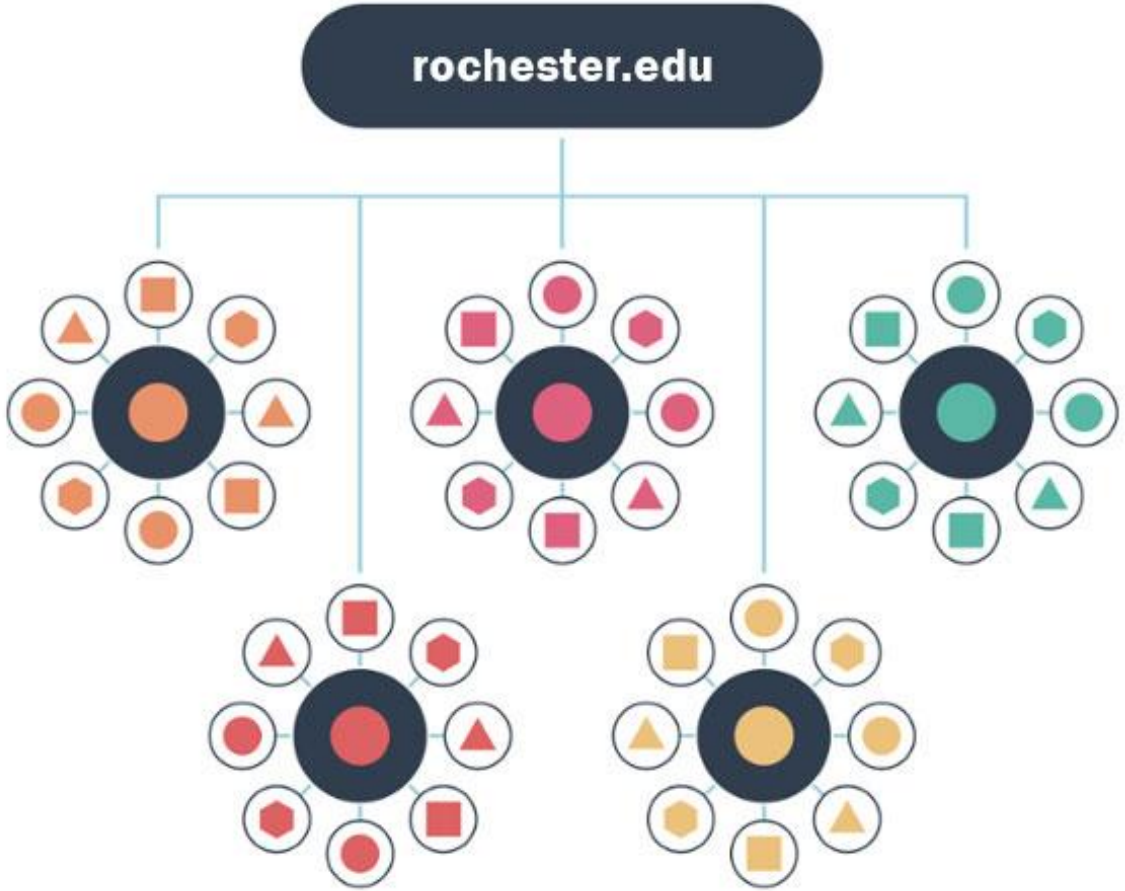
rochester.edu/newscenter
research
medicine
students

Pillar pages



Pillar pages

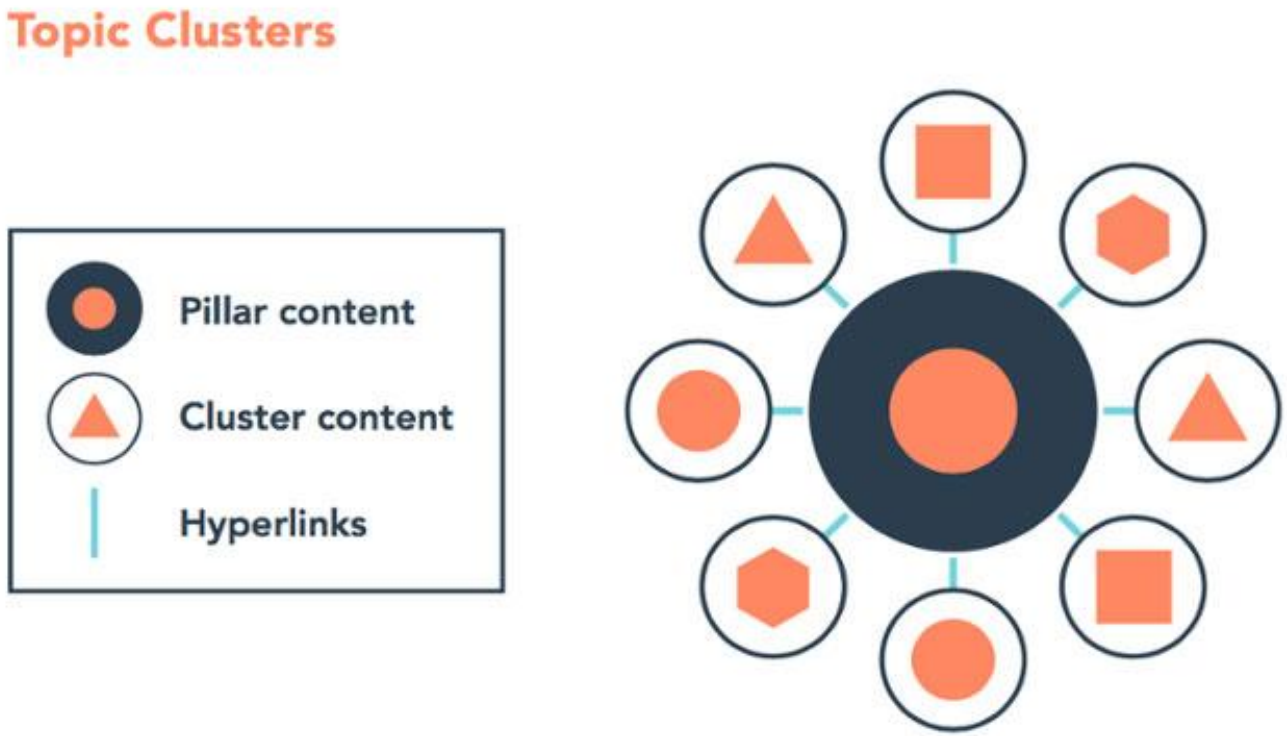


Photo credit: Midjourney

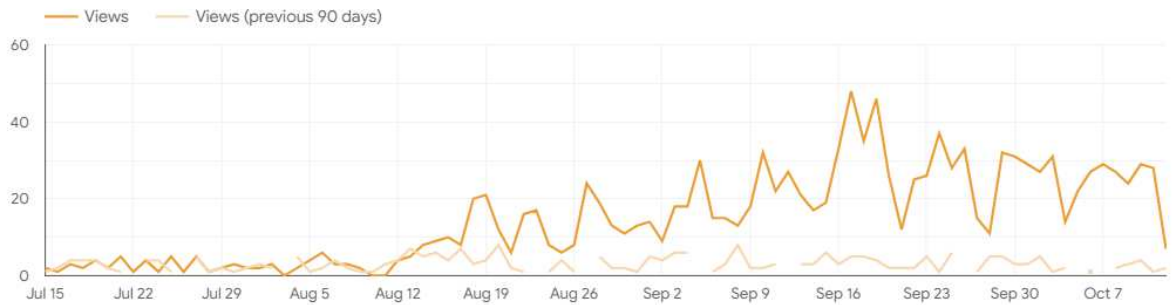
UNIVERSITY of ROCHESTER

Jul 15, 2024 - Oct 12, 2024

FUTURITY

AI Acquisition

AI Traffic Sources



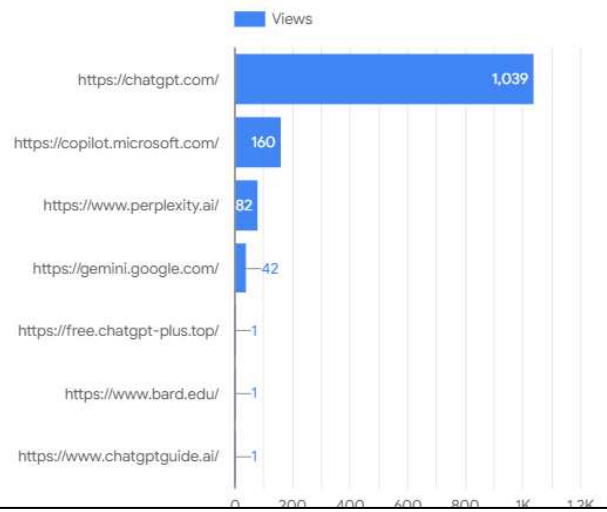
Totals

Views
1,326
↑ 422.0%

Sessions
1,349
↑ 418.8%

Engaged sessions
646
↑ 438.3%

Top AI Traffic



	Page title	Page path	Views
1.	Futurity: Research News from Top Universities	/	73
2.	Why TikTok is poised to change how we spea...	/tiktok-how-we-speak-2623112-2/	17
3.	Minecraft can teach us to be more creative - ...	/minecraft-creativity-2100032/	14
4.	The periodic table of elements is finally compl...	/periodic-table-new-elements-1087782-2/	13
5.	How TikTok's algorithm personalizes what you...	/tiktok-algorithm-3211962/	13
6.	Video games speed up reaction time - Futurity	/video-games-speed-up-reaction-time/	13
7.	How the 'trolley problem' applies to self-drivin...	/autonomous-vehicles-av-ethics-trolley-pr...	12
8.	To support people after incarceration, focus o...	/incarceration-recidivism-housing-2970902/	12
9.	VR can help people with autism navigate the r...	/virtual-reality-autism-3006492/	12
10.	How your brain filters out distractions to focu...	/focus-intelligence-brains-3190652/	9
11.	Method transforms plastic bags into useful ad...	/plastic-bags-upcycling-adhesives-2489212/	9
12.	Healthiest noise level for the office is about 5...	/office-noise-50-decibels-2868842-2/	8
13.	Mystery solved: Why starch turns iodine dark ...	/iodine-starch-1232362-2/	8

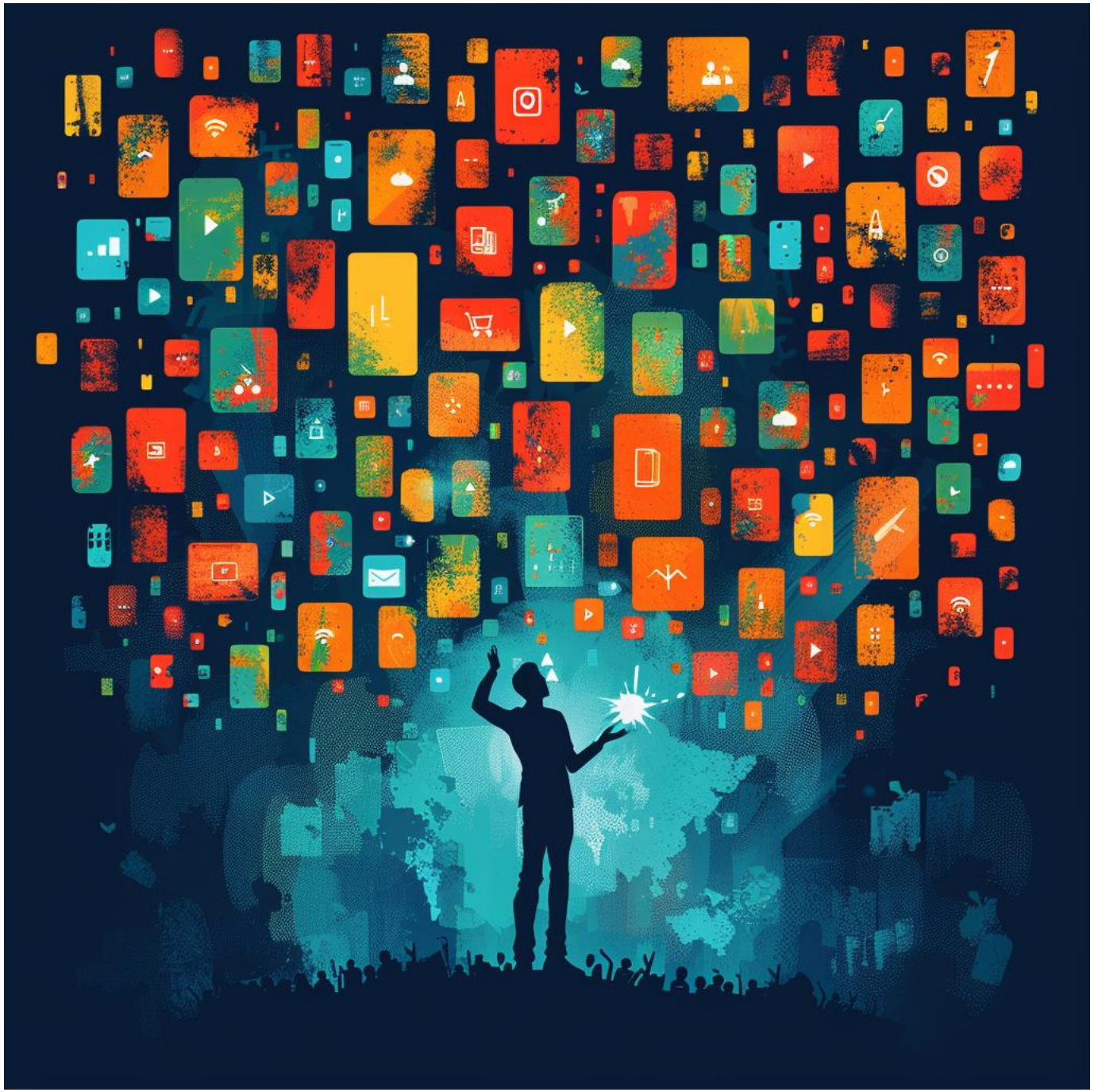


Image created with Midjourney

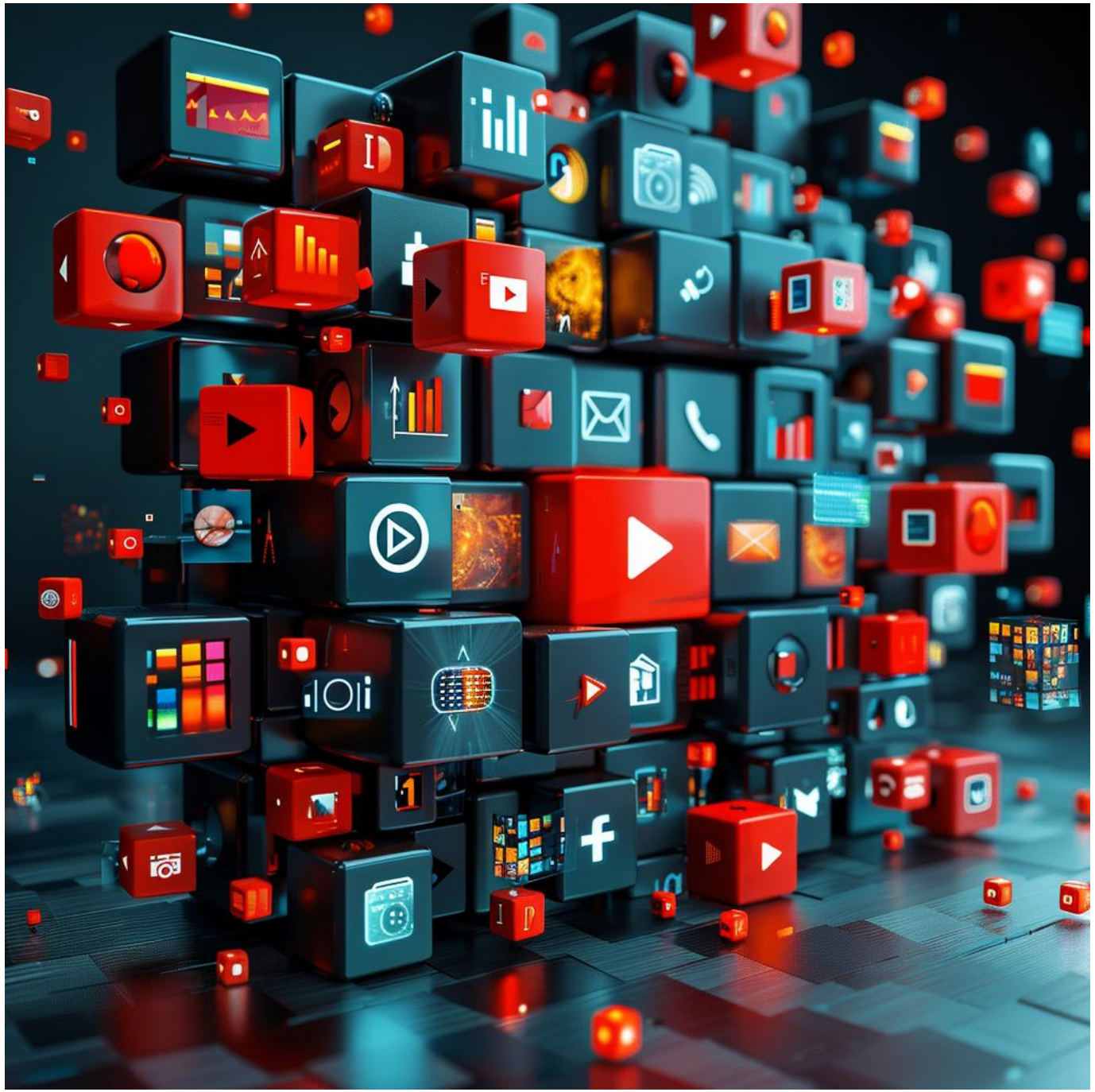


Image created with Midjourney

Text-to-image

Midjourney

OpenAI - Dall-E (ChatGPT)
Google - Gemini/Imagen/Nano Banana
Canva Visual Suite 2.0
Firefly Image 4
FLUX.1 Kontext
Gemini 2.0 Image Generation
Ideogram 3.0
KREA
Reve Image 1.0
Seedream 3.0
Grok
Stable Diffusion

Image created with Gemini

Video repurposing

Kapwing

Veed

Vizard

Klap

Overlap

Canva

Adobe

Riverside

Audio/Video editing

descript

DaVinci Resolve

CapCut

Veed

Pictory

Canva

Opus Clip

Animation created with Descript

Avatar creation

HeyGen

Synthesia

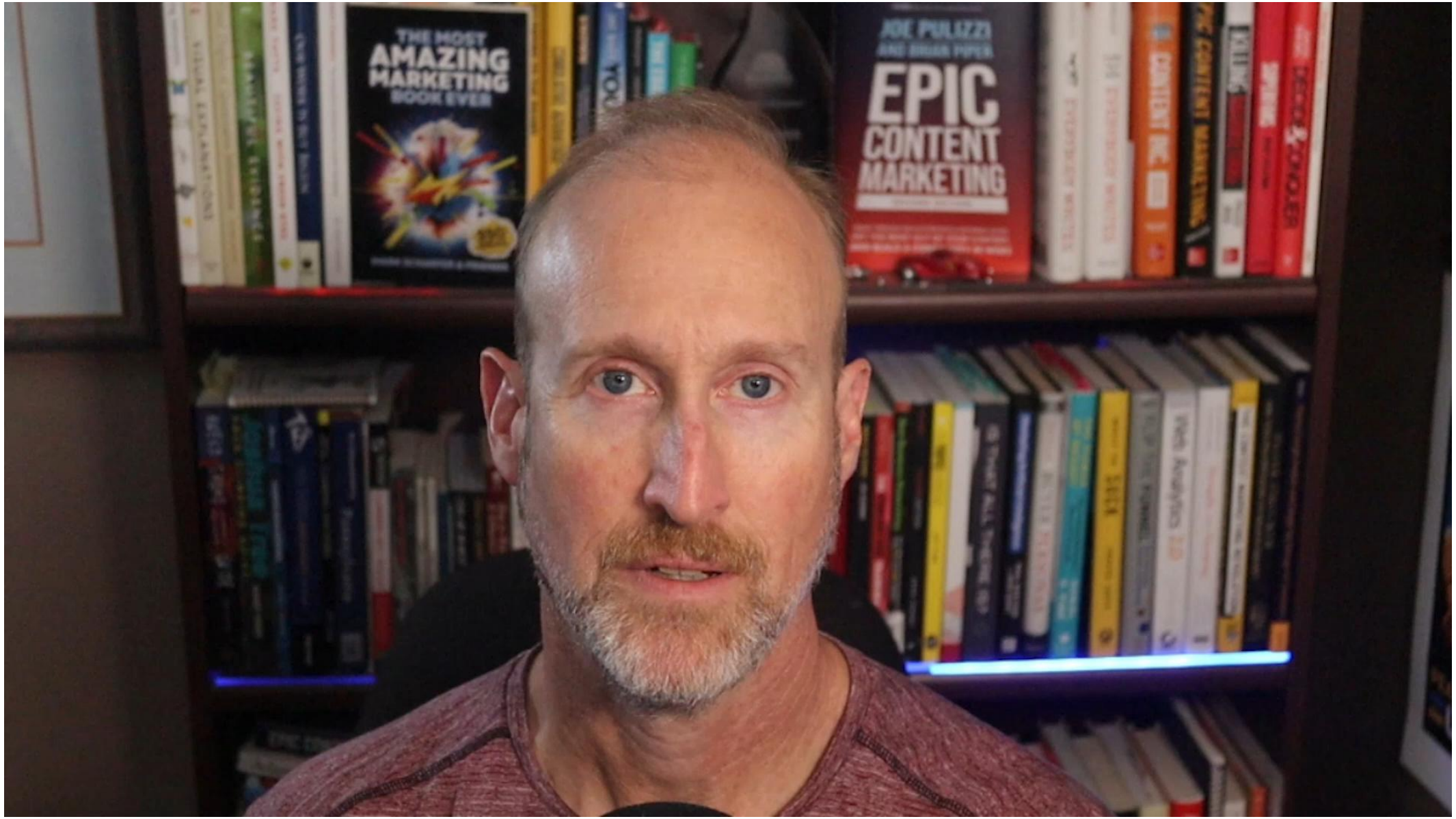
Kapwing

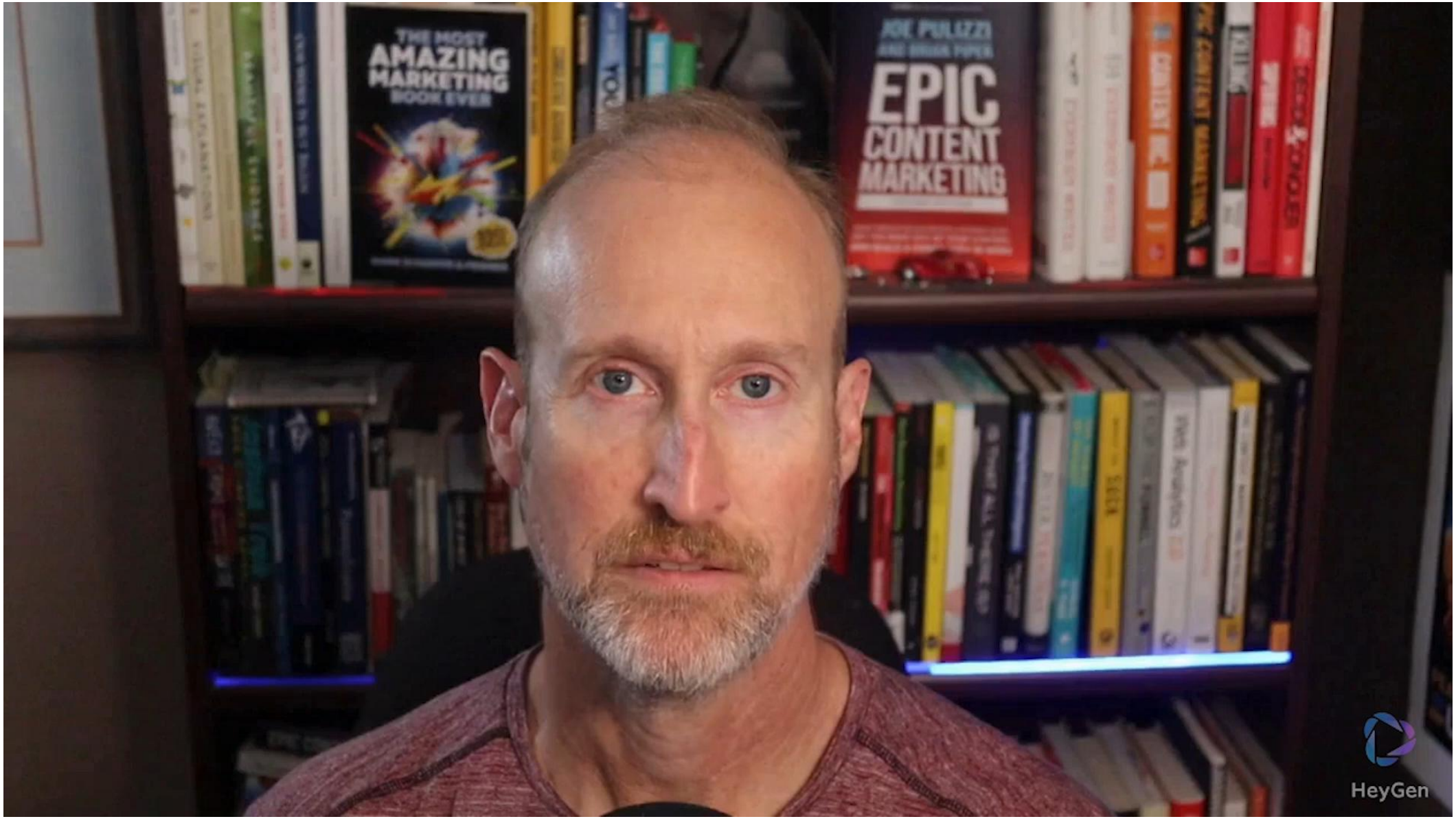
Vmodel

Recraft

Veed

Canva


THE MOST
AMAZING
MARKETING
BOOK EVER
JOE PULIZZI
AND BRIAN PIPER
EPIC
CONTENT
MARKETING


THE MOST
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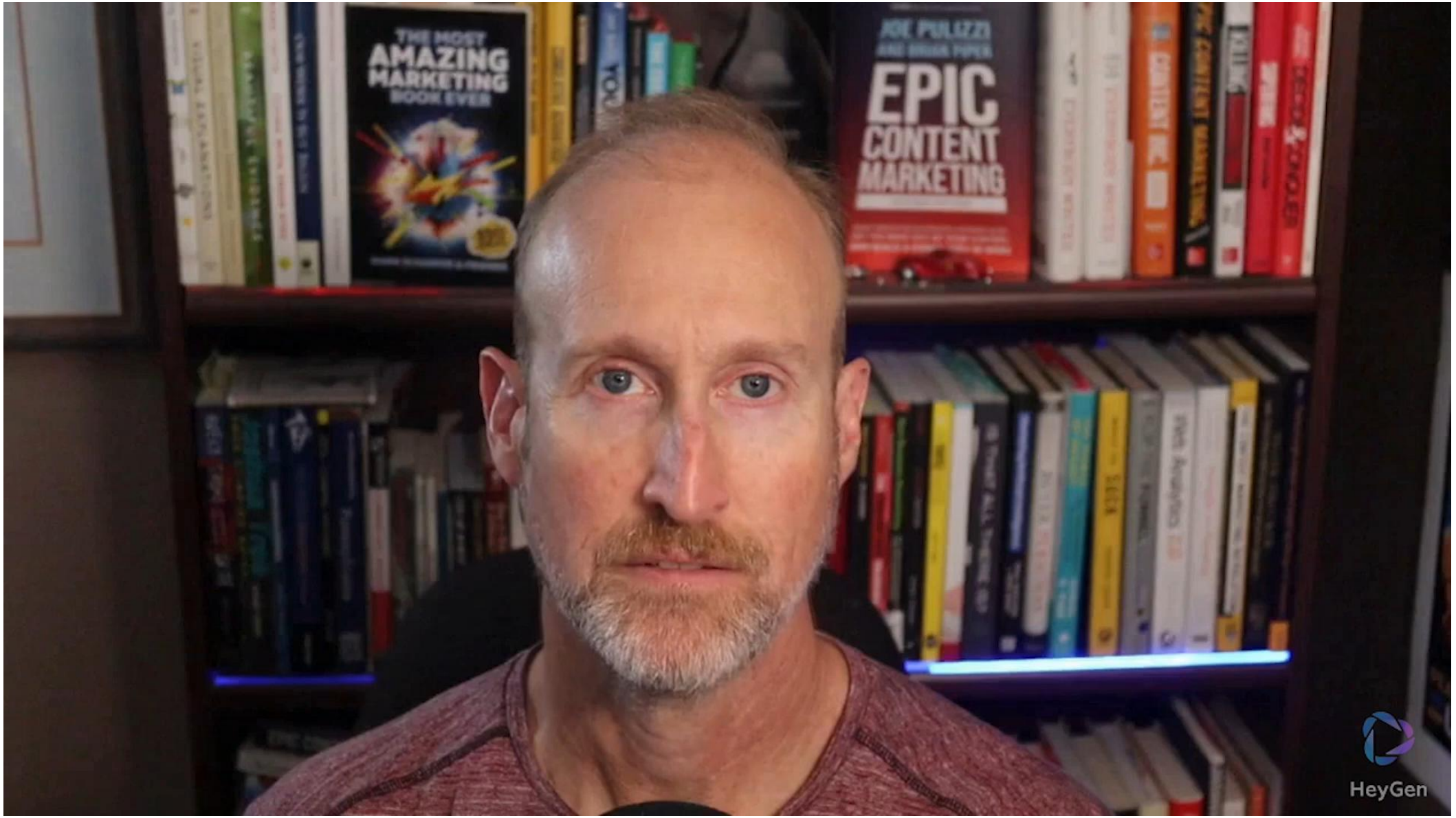
JOE PULIZZI
EPIC
CONTENT
MARKETING
HeyGen



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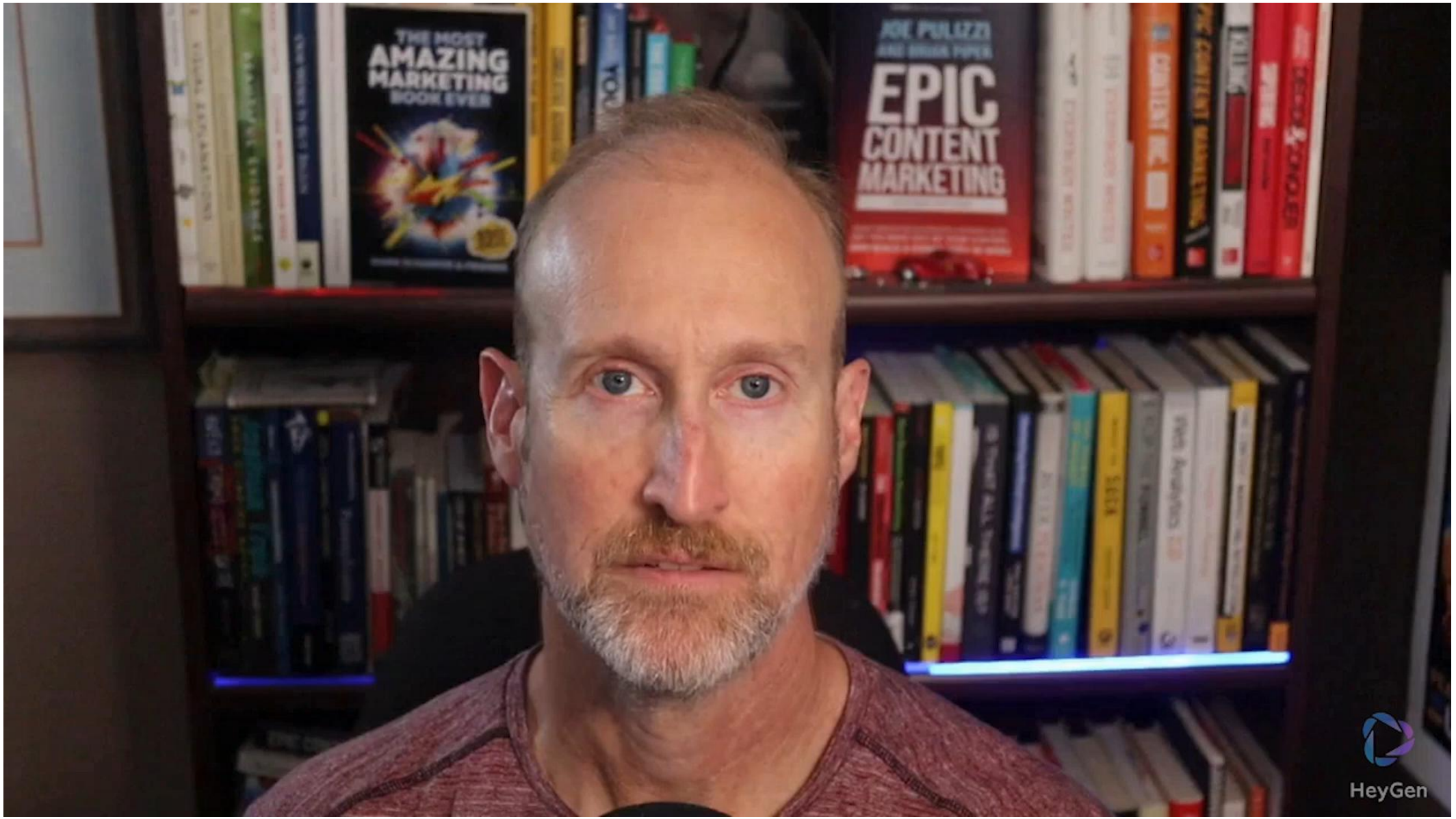
THE MOST
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Text-to-video

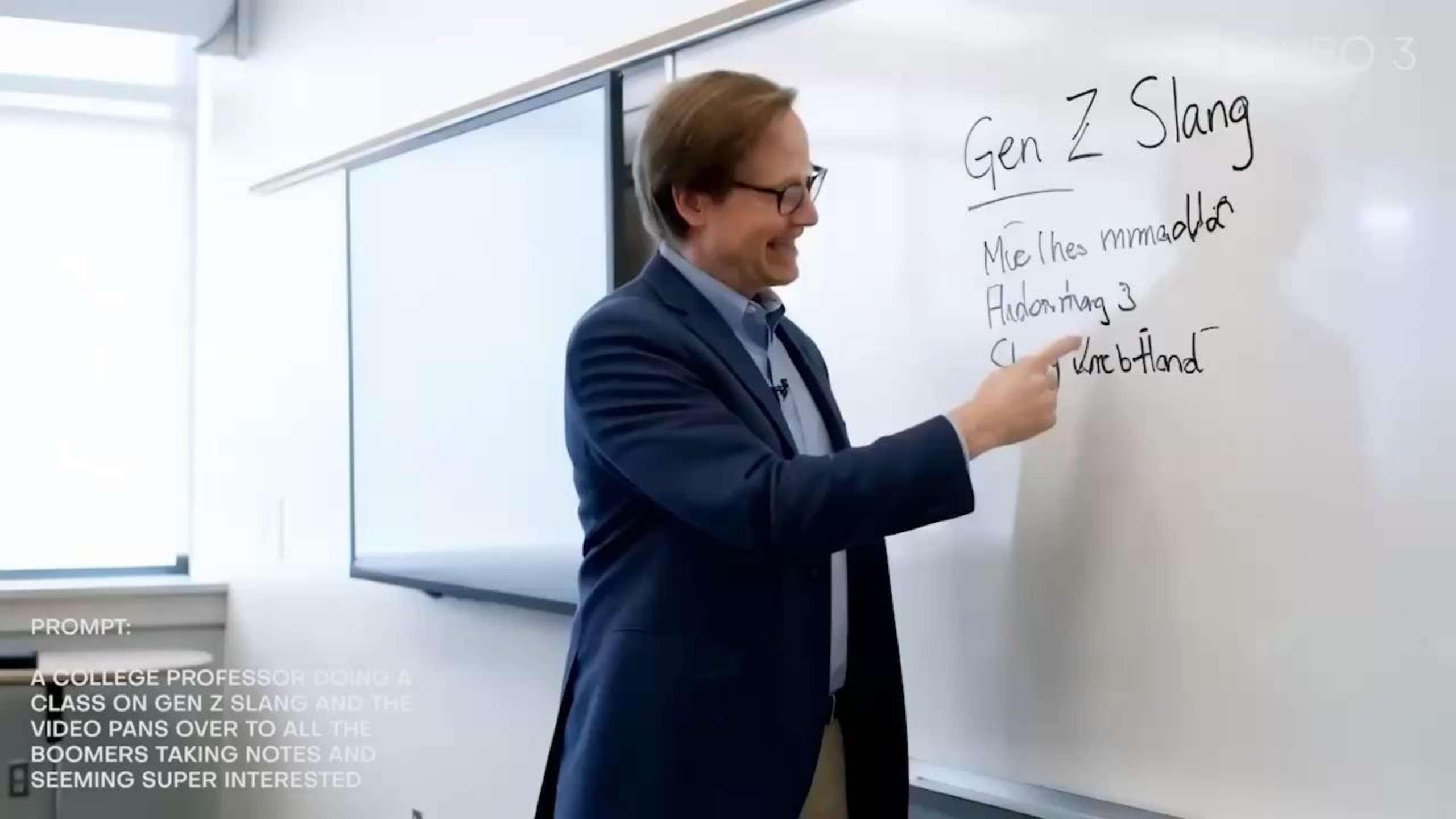
Veo 3

Sora 2

Veed

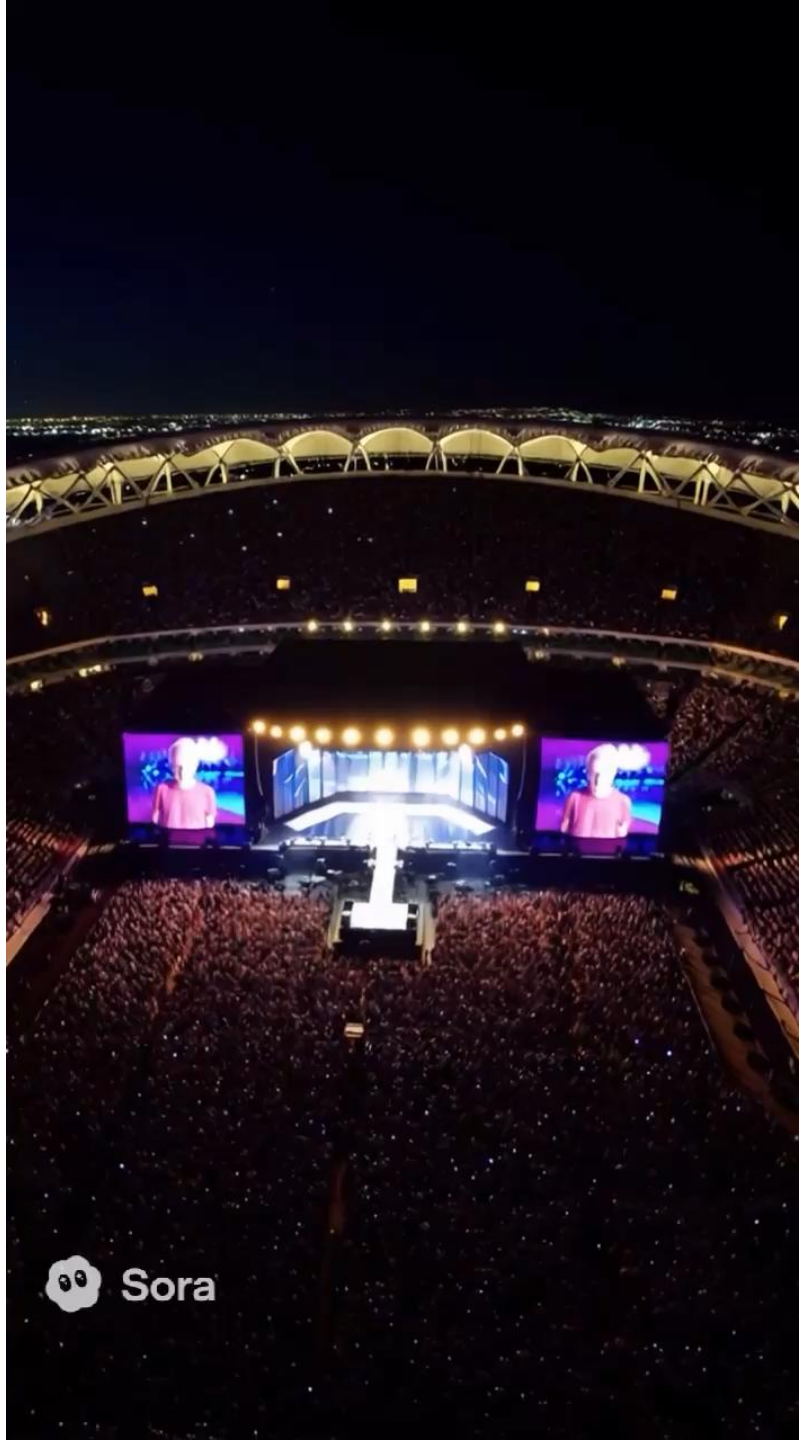
Canva

Adobe Firefly



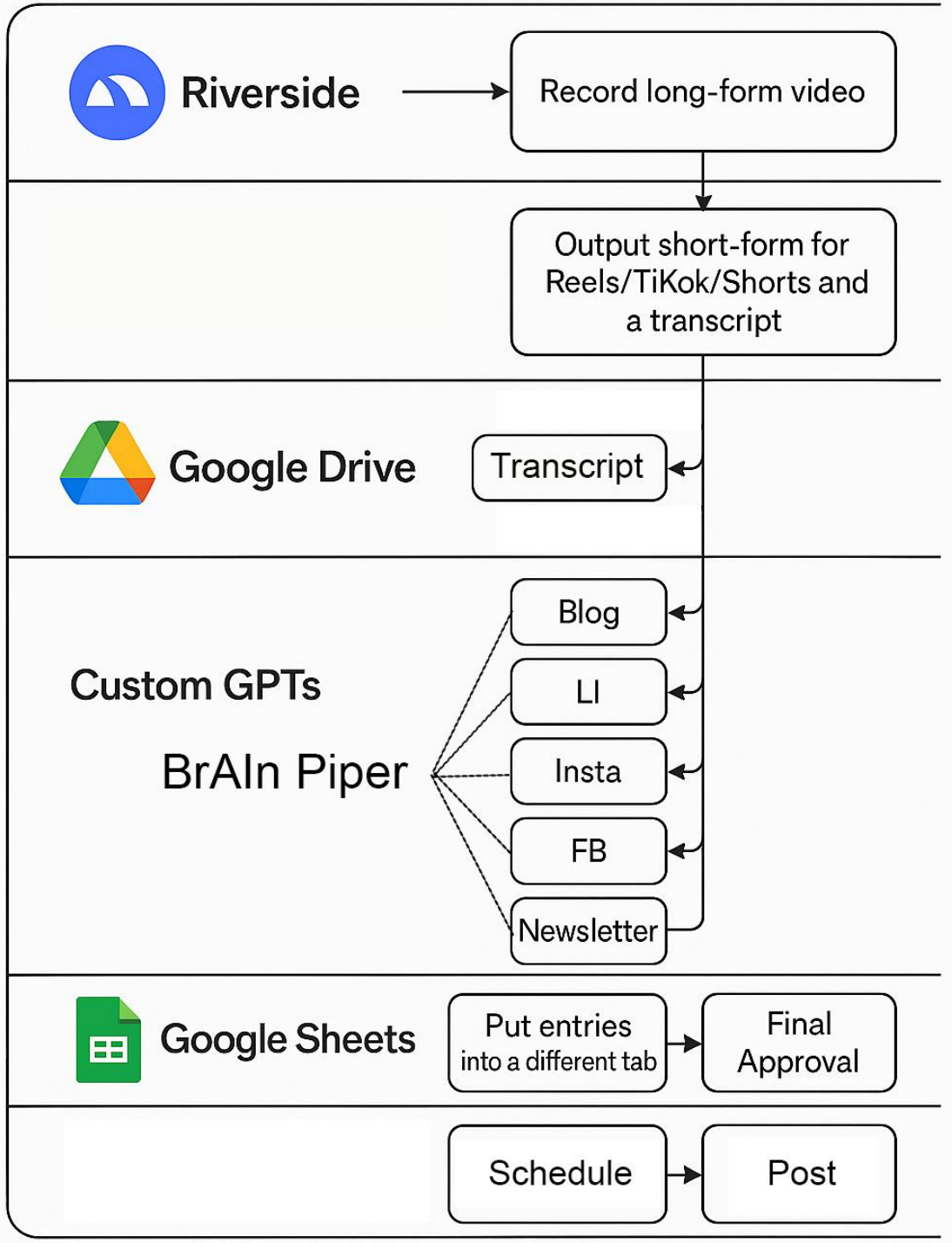
PROMPT:

A COLLEGE PROFESSOR DOING A CLASS ON GEN Z SLANG AND THE VIDEO PANS OVER TO ALL THE BOOMERS TAKING NOTES AND SEEMING SUPER INTERESTED


Sora

Sora

Scaling by automating



The Future

https://brianwpiper.com/ai-visibility-prompt/

Replace the items in brackets [] with the specifics for your institution. You may need to focus this prompt down to look for one strategy for one audience depending on the results you get.

You are an expert in higher education marketing and AI search discoverability.
Your task is to analyze how [institution name], [institution URL], appears in AI-generated search results.
Based on the following, generate a list of conversational searches that audiences might run to learn about the school that could be used to test the visibility in ChatGPT around strategic priorities for their target audience.
Strategic Priorities: [insert institution's strategic priorities here or link to URL]
Mission Statement: [insert institution's mission statement here or link to URL]
Primary Audiences: [insert institution's key audiences for reaching strategic priorities]
Examples:
"Is [institution name] a good school for [priority program/field]?"
"What is [institution name] known for?"
"Best colleges for business in [state]."
"Student experience at [institution name]."
"How much does it cost to attend [institution name]?"
Run these conversational searches in ChatGPT.
For each, capture whether the institution appears in the AI-generated results.
Provide a narrative summary that answers:
Where and how does the institution appear across AI platforms?
What information (facts, claims, rankings, or highlights) do the AI results display?
What links, if any, are included (official site, third-party rankings, Wikipedia, etc.)?
How well does this representation align with the institution's strategic priorities, mission, and key audiences?
What gaps or risks are present in the current AI search presence? (e.g., outdated info, missing strengths, unfavorable comparisons)
Output a single narrative summary, connecting the institution's visibility back to its mission and strategic goals, and highlighting areas where content or visibility could be improved.

AI integration is…

not a technology project

AI integration is…

a change management project

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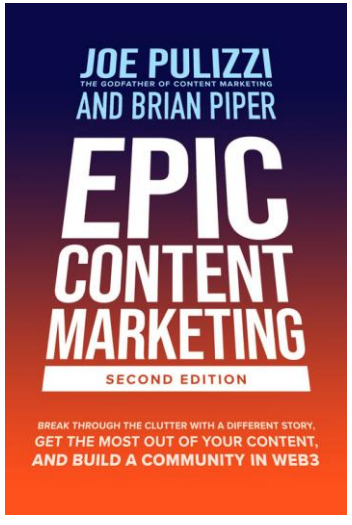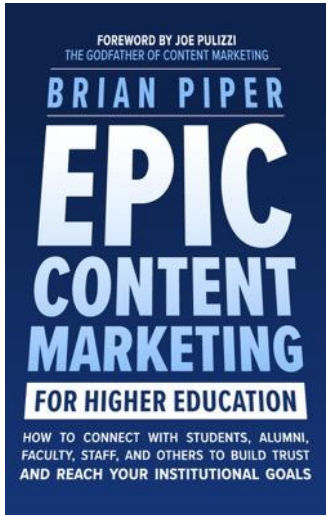
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