



BOLD MOVES BIGIDEAS

THINKING AHEAD FOR HIGHER ED



The Shift in Search Behavior

Search Engine Optimization (SEO)

The practice of optimizing websites to rank higher in search engine results pages and attract more organic traffic.

Search Generative Experience (SGE)

Enhancing the search experience using generative Al technologies to provide more relevant responses to queries

Generative Engine Optimization (GEO)

GEO combines traditional SEO with generative models for better search results



Intent over Keyword

Google no longer focuses on individual keywords within your content; instead, it analyzes the **context** and **overall meaning** of your sentences to assess whether your content better satisfies **user intent** than the top-ranking results.



What is Intent-Driven Search?

Keywords are broken down into categories of intent. Understanding the intent behind a search can help guide the types of content on your site.

Informational	Navigational	Commercial	Transactional
(general	(specific	(comparing	(specific
knowledge)	pages)	options)	actions)
Best business schools Top ranked universities	UT application deadline UCLA scholarship Alabama greek life	Online MBA programs Rn to BSN degrees Healthcare masters	Apply to TCU Lipscomb MBA info session ISU scholarship application



Natural Language Processing

AI is prioritizing user needs and understanding natural language queries over simple keyword matching.

Prospective students often use voice search or detailed queries that imply intent, like "Best online MBA programs for working parents with flexible schedules."

With **natural language processing (NLP)**, Google understands this query goes beyond just "MBA" or "online programs." It recognizes the specific needs of the searcher:

- The person is looking for **MBA programs**.
- They want it to be **online**, likely for convenience.
- They are specifically concerned about **flexibility** in the schedule, which suggests they need part-time or adaptable options.
- They are likely a **working parent**, so they need programs that cater to busy or non-traditional students.

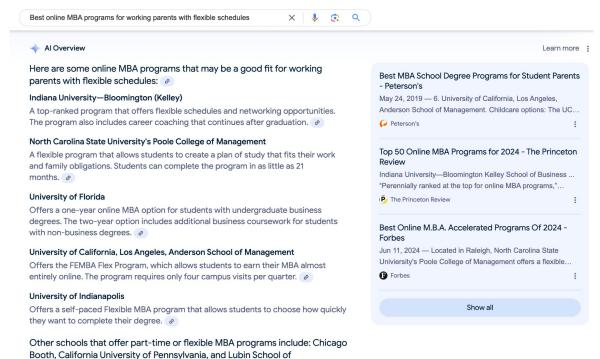


Natural Language Processing

Business.

Google uses NLP to interpret the intent behind these details.

Instead of just giving results about any online MBA program, it surfaces pages that address **flexibility for working adults**, highlight programs that mention **work-life balance**, and provide **support for parents** juggling family and career.





Structuring Pages for Conversational Search

- Organize program pages with clear headings, like "What can I do with this degree?" or "Is this program right for me?"
- Include FAQ sections that answer common student concerns (e.g., "What job can I get with x program?" or "What's the difference between program x and y?"?").

Online Student Experience

What's it like going to SNHU?

Attending college online at SNHU can be a life-changing experience. In fact, **93.2% of online students would recommend SNHU** according to a 2023 survey with 21,000+ respondents.

What to expect:







Career Outlook

What can I do with an online computer science degree?

Earning a bachelor's in computer science can help prepare you for jobs across a number of different industries and organizations. The hands-on experience you learn in the program can set you up for success in the real world.

Occupations

370k+

Openings projected each year through 2032, according to BLS.¹

\$104,420

Median annual salary for computer and information technology occupations in May 2023, according to BLS¹ Frequently Asked Questions

Get answers about the online computer science degree

Can you get a degree in computer science online? What is the best online college for computer science?	
What is the difference between computer science and information technology (IT)?	
How long does it take to get a computer science degree?	
How much is a bachelor's degree in computer science?	
What's the difference between a software developer and a software engineer?	
Are there any technical requirements in this program?	
I've heard of math assessments. Are there any available at SNHU?	~



Using Al-Powered SEO Tools to Stay Ahead

AI-powered SEO tools can help identify and optimize content by analyzing student-related queries and aligning content with search intent. Some tools include:

- **SEMrush:** Assesses how well your content ranks for intent-based keywords and evaluates your performance in AI-powered search snippets, helping you stay competitive in search results.
- **Clearscope**: Helps optimize content for relevance by suggesting related terms and phrases based on high-ranking pages.
- **Frase**: Generates content briefs and optimizes articles by identifying common questions and subtopics that align with searcher intent.
- **MarketMuse:** Uses AI to analyze existing content, suggest improvements, and uncover content gaps based on what users are searching for.
- **AnswerThePublic:** Visualizes questions people are asking about a topic, helping you create content that directly addresses student concerns and interests.
- **Google Search Console**: Analyze your institution's data and identify the specific questions or queries that lead users to your website.



Final Takeaway: Continuous Learning

AI in search is evolving rapidly, with new features and updates emerging constantly. Staying informed is essential to keep your marketing strategies effective.

Just last week, Google announced:

- Ads in AI Overviews: A new feature that integrates ads directly into AI-generated search results.
- New Layout with ads: A redesign that can quickly connect users with relevant products/services at the exact moment they need them

To stay ahead, it's crucial to continuously monitor these developments and adapt your approach as AI continues to reshape how students search and interact with your content.



Thank you!