



**From Keywords to Conversations:
Navigating AI-Driven and Intent-Based
Search**

BOLD MOVES
BIG IDEAS

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 AI 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 (general knowledge)	Navigational (specific pages)	Commercial (comparing options)	Transactional (specific 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

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.

Best online MBA programs for working parents with flexible schedules

AI Overview Learn more

Here are some online MBA programs that may be a good fit for working parents with flexible schedules:

- Indiana University—Bloomington (Kelley)**
A top-ranked program that offers flexible schedules and networking opportunities. The program also includes career coaching that continues after graduation.
- North Carolina State University's Poole College of Management**
A flexible program that allows students to create a plan of study that fits their work and family obligations. Students can complete the program in as little as 21 months.
- University of Florida**
Offers a one-year online MBA option for students with undergraduate business degrees. The two-year option includes additional business coursework for students with non-business degrees.
- University of California, Los Angeles, Anderson School of Management**
Offers the FEMBA Flex Program, which allows students to earn their MBA almost entirely online. The program requires only four campus visits per quarter.
- University of Indianapolis**
Offers a self-paced Flexible MBA program that allows students to choose how quickly they want to complete their degree.

Other schools that offer part-time or flexible MBA programs include: Chicago Booth, California University of Pennsylvania, and Lubin School of Business.

Best MBA School Degree Programs for Student Parents - Peterson's
May 24, 2019 — 6. University of California, Los Angeles, Anderson School of Management. Childcare options: The UC...
Peterson's

Top 50 Online MBA Programs for 2024 - The Princeton Review
Indiana University—Bloomington Kelley School of Business ...
"Perennially ranked at the top for online MBA programs,"...
The Princeton Review

Best Online M.B.A. Accelerated Programs Of 2024 - Forbes
Jun 11, 2024 — Located in Raleigh, North Carolina State University's Poole College of Management offers a flexible...
Forbes

Show all



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:



8-week terms



Learn around your schedule



24/7 online support

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?	▼
Are computer scientists in demand?	▼
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 AI-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.



Q&A

 **Thank you!**