

# **GEO+ FOR EDUCATION: VISIBILITY & GROWTH FOR THE ENTIRE EDUCATION ECOSYSTEM**

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**Aurobindo Saxena**

Founder & CEO, RAYSolute Consultants

# THE NEW FRONT DOOR TO EDUCATION

Your audience isn't searching; they're asking AI.

The traditional search journey has evolved. The first touchpoint for students and parents is now a conversation with AI models like ChatGPT, Gemini, Perplexity, and Copilot.

## Key Insight:

Decisions are shaped by direct AI answers, not just Search Engine Results Pages (SERPs). Are you part of the answer?

## THE SHIFT:

Users rely on AI-generated responses for educational choices.

Primary interaction starts through AI conversations, not keywords.

AI platforms are the new "admissions counselors".

## AI-First Discovery Ecosystem



ChatGPT



Gemini



Perplexity



Copilot

### REAL-WORLD QUERIES

*"Best universities for data science with strong placements"*

*"Top CBSE/ICSE/IB schools near me with robotics & arts"*

*"Compare online bootcamps for a career switch"*

# THE GEO IMPERATIVE

Why optimizing for AI is critical for future educational visibility



## Discovery & Choice

01

AI-generated answers now fundamentally influence discovery. AI-driven responses are becoming a primary factor in how educational information is found and decisions are made by prospective students.



## Own the Narrative

02

Factual, consistent, and cited sources win in the AI era. Maintaining control over accurate and well-sourced information ensures credibility and trust within Large Language Models.



## Build a Moat

03

Early adopters of GEO technology establish a competitive advantage. By becoming the default citation for AI now, you build a defensive moat against competitors in future model training data.



## Secure Leadership

04

Leverage GEO to establish and maintain market and expertise leadership positions. Ensure your institution is recognized as the authoritative voice in your specific educational niche.

# FROM SEO TO GEO

The rules of discovery have changed. Moving from traditional Search Engine Optimization (SEO) to Generative Engine Optimization (GEO) requires a fundamental shift in strategy.

## 1. The Shift in Goal

From simply "getting on the list" of search results to "becoming the answer" provided directly by AI.

## 2. The Trust Factor

AI models prioritize verified, machine-readable information and strong authority signals over keyword density.

### Key Takeaway:

To win in the AI era, educational institutions must structure their data for machines, not just for human readers.

### Traditional SEO

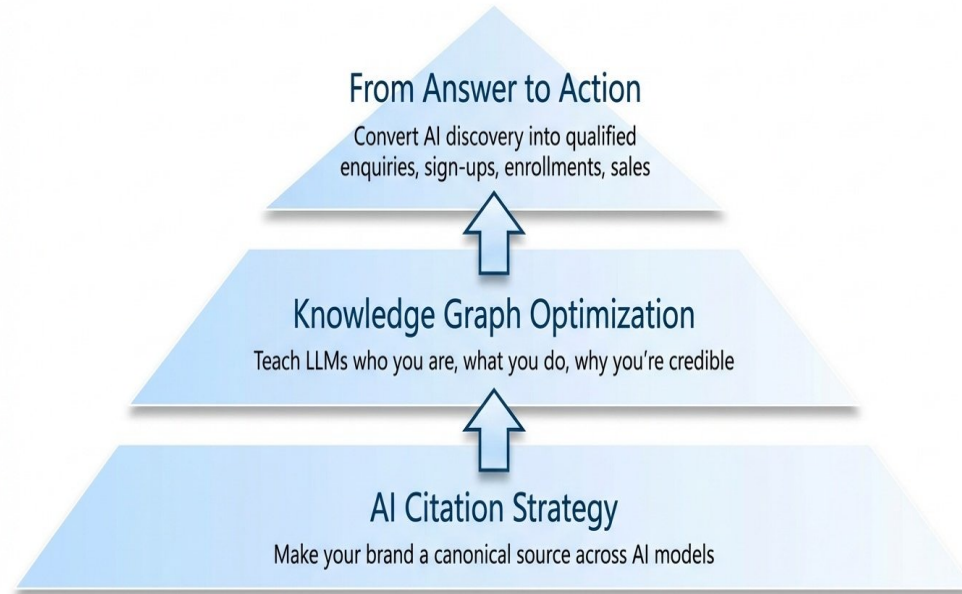
### New GEO Approach

Keywords & Rankings Optimizing for specific search terms to rank high on SERPs.	→	Structured Facts Providing clear, verifiable data that AI can understand.
Backlinks Building links from other sites to boost domain authority.	→	Citations & References Being cited as a source of truth by credible entities.
Click-Through Rate Driving traffic to your website through search links.	→	Knowledge Graphs Directly feeding the AI's knowledge base.
Get on the List Appearing in the top 10 search results.	→	Be the Answer The single, authoritative response generated by AI.

# INTRODUCING GEO+

## RAYSolute's Proprietary Framework for AI Optimization

### GEO+ Three-Component Pyramid Model



### From Answer to Action

Outcomes

Transform AI discovery into tangible business results. Convert users who find you through AI prompts into qualified enquiries, sign-ups, enrolments, and sales.



### Knowledge Graph Optimization

Optimization

Teach Large Language Models (LLMs) exactly who you are. Define your entity, clarify your services, and establish why you are a credible authority in your field.



### AI Citation Strategy

Foundation

Make your brand a canonical source. Strategically position your content so that it becomes the referenced "source of truth" across multiple AI models.

# STRATEGIC PILLARS (360° AI TRUST)

Comprehensive framework to establish authoritative presence across AI ecosystems



## Authoritative Content Ecosystem

01

Build deep credibility through high-quality, verified content assets that AI models prioritize as source material.

- Expert thought leadership pieces
- Detailed program/course pages
- Comprehensive case studies
- Verified faculty/instructor profiles



## Reputation Signal Amplification

02

Leverage accreditations and rankings in AI-readable formats to validate institutional quality.

- India standards: NAAC, NIRF, UGC/AICTE
- Global standards: ABET, AACSB, EFMD
- Structured outcome data and awards



## Surround-Sound Visibility

03

Ensure comprehensive presence across all digital touchpoints where AI gathers information.

- Official websites and microsites
- Educational directories and media
- Q&A platforms and communities
- Social networks and professional forums



## Global Reach, Local Trust

04

Build trust across diverse audiences through multilingual and culturally relevant content strategies.

- English content for global/standard reach
- Hindi and regional languages for local trust
- Target-country languages for admissions

# GEO+ IN 6 STEPS (METHODOLOGY)

A sequential framework to build, distribute, and optimize your AI presence



## 1 AI Visibility & Gap Analysis

Audit 10+ AI models, benchmark against competitors, and evaluate sentiment/context gaps.

## 2 Create AI Knowledge Base

Develop a verified, structured "source-of-truth" repository for AI model consumption.

## 3 Strategic Content Syndication

Distribute content strategically across high-trust platforms that AIs frequently consult.

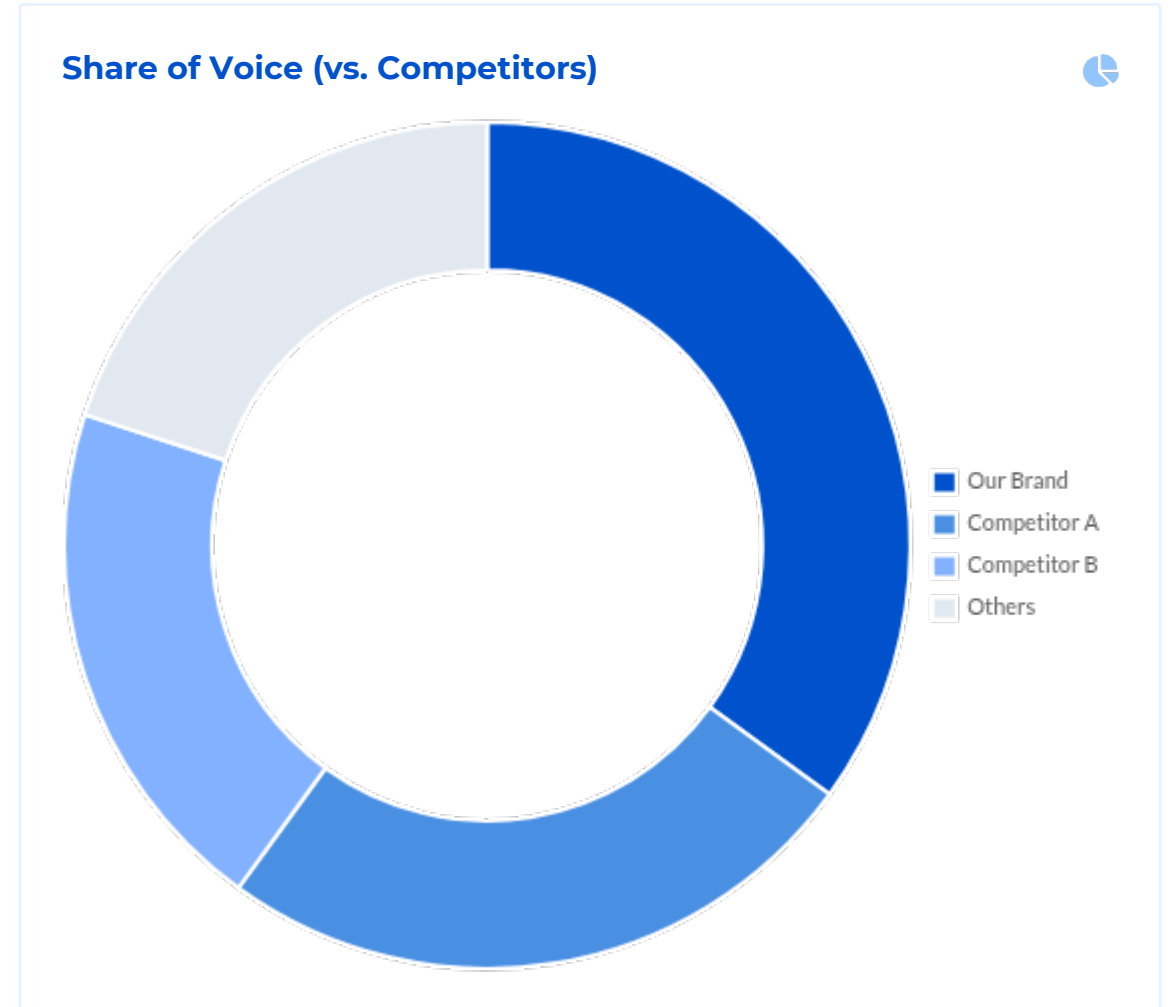
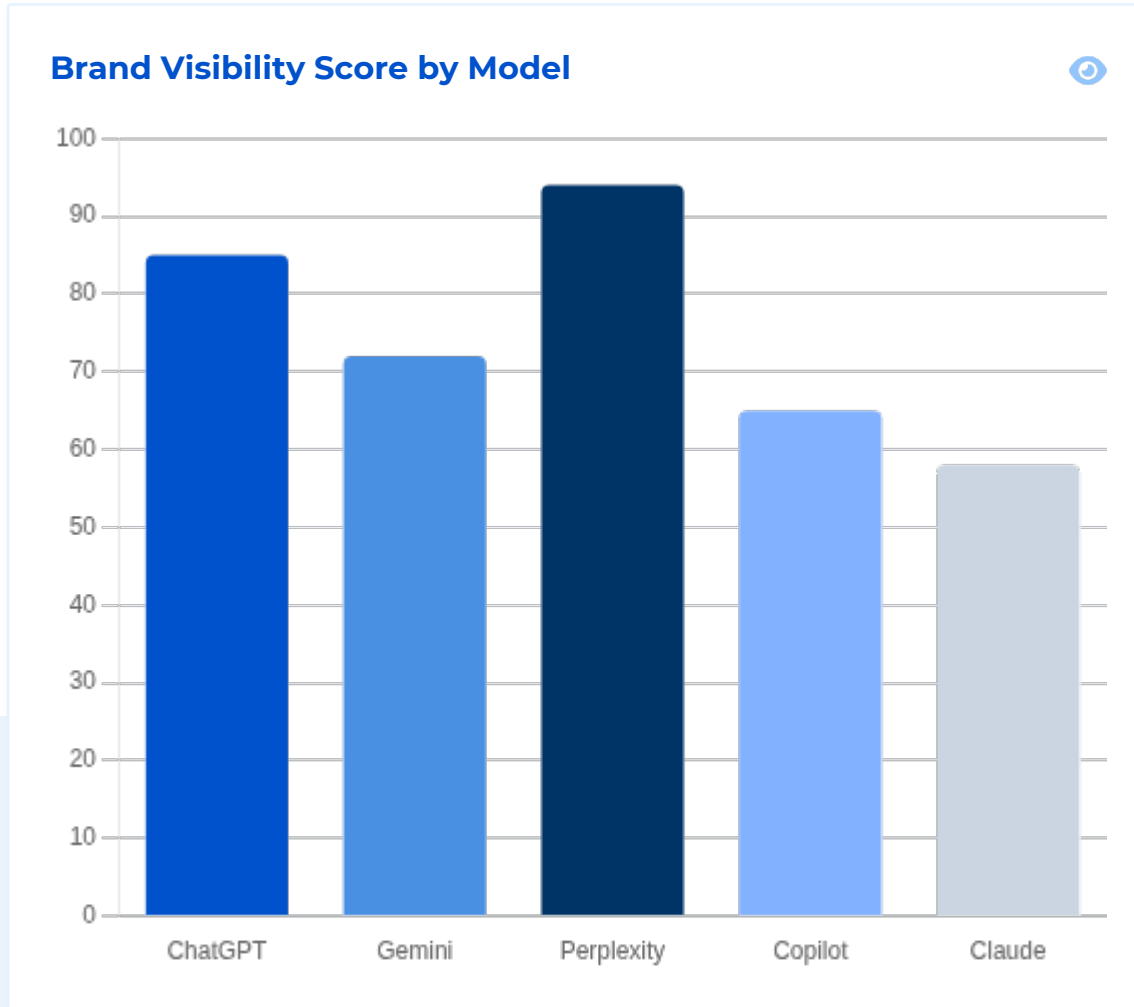
## 4 Multilingual & Regional Optimization

## 5 AI-Powered Conversion Funnels

## 6 Continuous Model Feeding

# DEEP DIVE – AI VISIBILITY HEATMAP

See your brand through AI's eyes: Perception, Accuracy, and Sentiment



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See your brand through AI’s eyes: Perception, Accuracy, and Sentiment

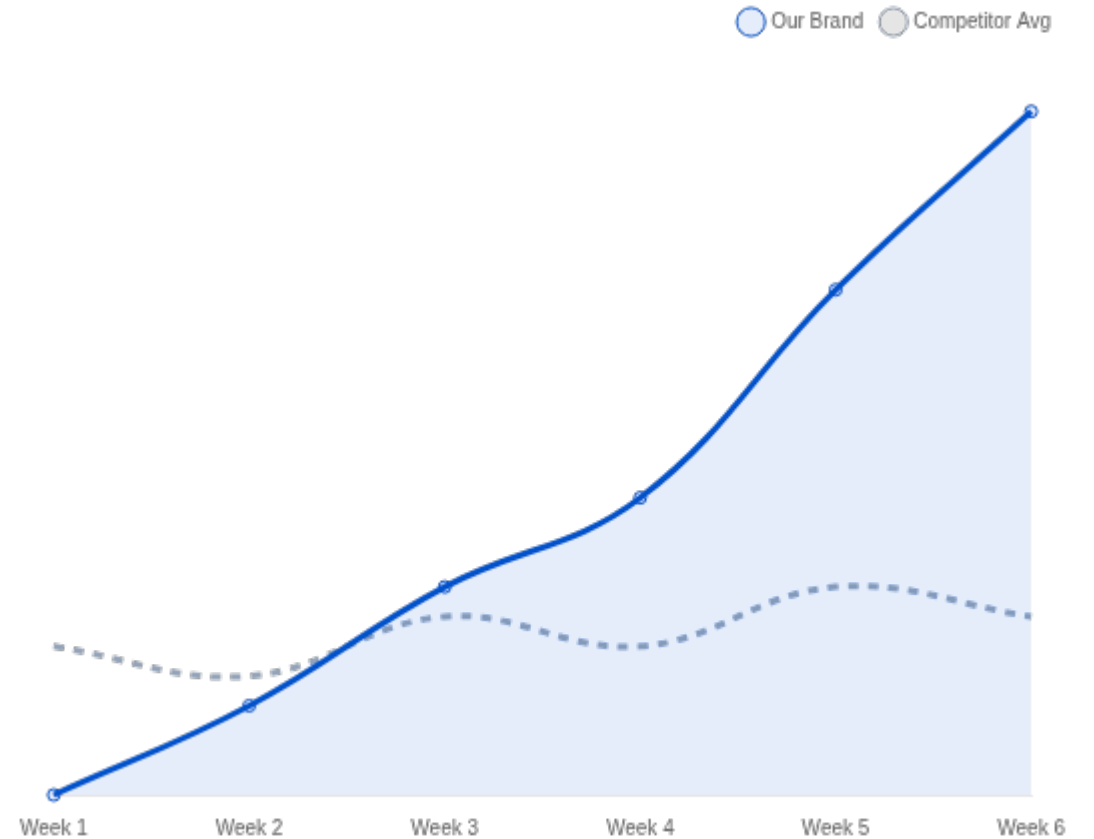
## Knowledge Graph Accuracy Heatmap



	Tuition Fees	Programs	Placements	Ranking
ChatGPT-4	Accurate	Accurate	Outdated	Accurate
Gemini Adv	Accurate	Error	Accurate	Partial
Perplexity	Accurate	Accurate	Accurate	Accurate
Copilot	Partial	Missing	Error	Outdated

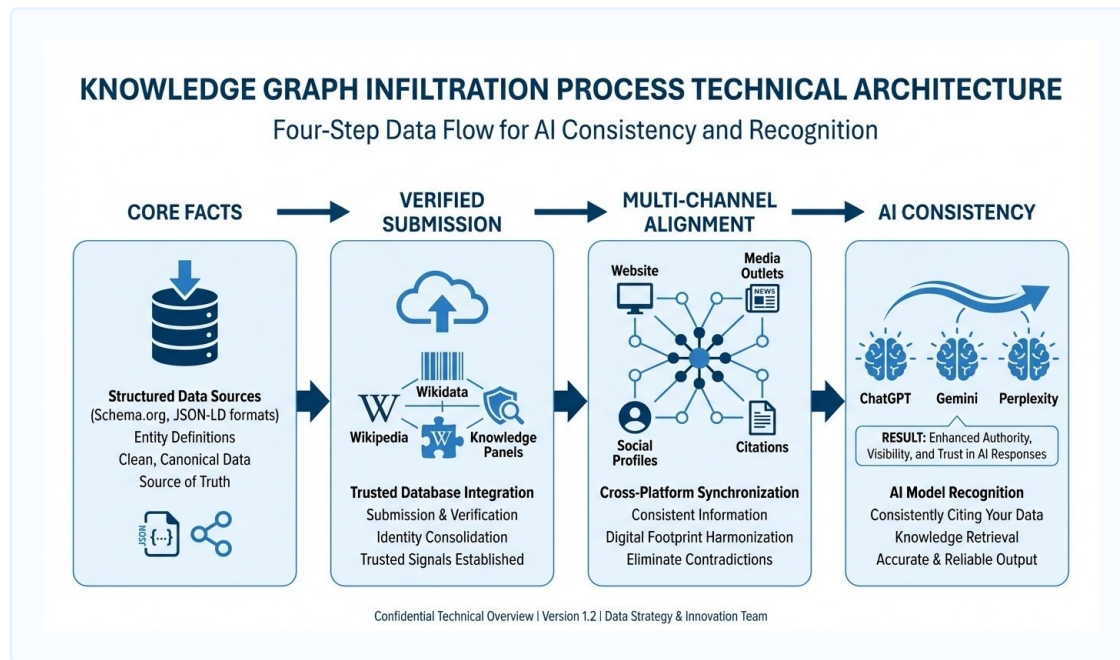
● Verified  
 ● Partial/Old  
 ● Hallucination  
 ● Missing

## Sentiment Benchmarking (Last 90 Days)



# DEEP DIVE – KNOWLEDGE GRAPH INFILTRATION

## From Unstructured Data to AI-Readable Authority



### Structure Core Facts

Step 1

Convert essential brand information into machine-readable schema (JSON-LD) and establish unique Entity IDs to speak the AI's language.



### Verified Submission

Step 2

Submit verified data to the trusted "Source of Truth" databases that AI models rely on, such as Wikidata, Crunchbase, and Knowledge Panels.



### Multi-Channel Alignment

Step 3

Align all digital footprints—website, media coverage, social profiles, and directory citations—to reflect the same unified "truth".



### AI Consistency






Outcome

AI models recognize your entity authority, using your structured facts to generate accurate, consistent, and positive citations.

# WHAT WE LEARNED: TACTICS & RESULTS

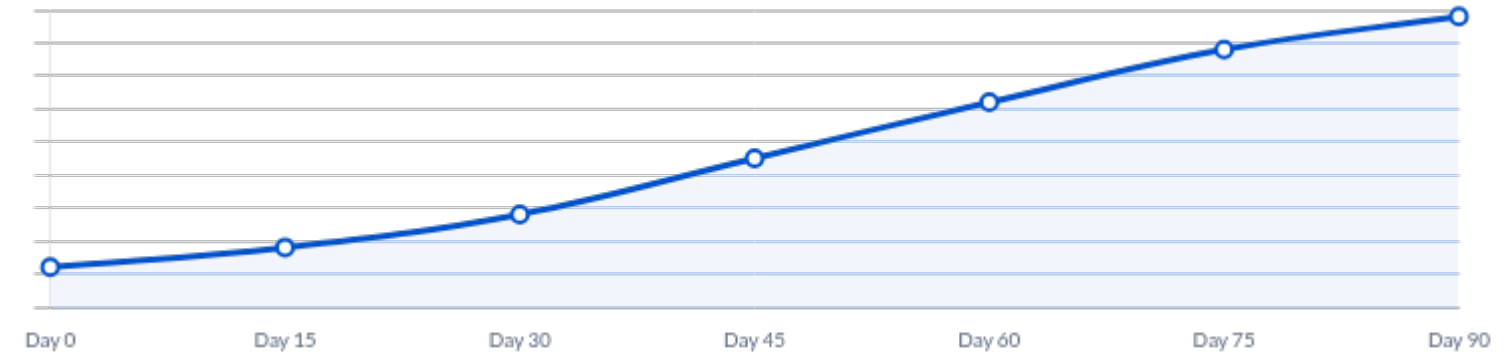
Effective strategies driving measurable business outcomes

## PROVEN TACTICS

- 
**Micro-Segmentation**  
 Targeted GEO strategies for specific cohorts
- 
**GEO Microsites**  
 Dedicated, structured content hubs
- 
**Faculty & Research Pages**  
 Highlighting expertise authority
- 
**Plain-English FAQs**  
 Optimized for NLP and direct answers
- 
**Bi-Weekly Governance**  
 Continuous monitoring & correction

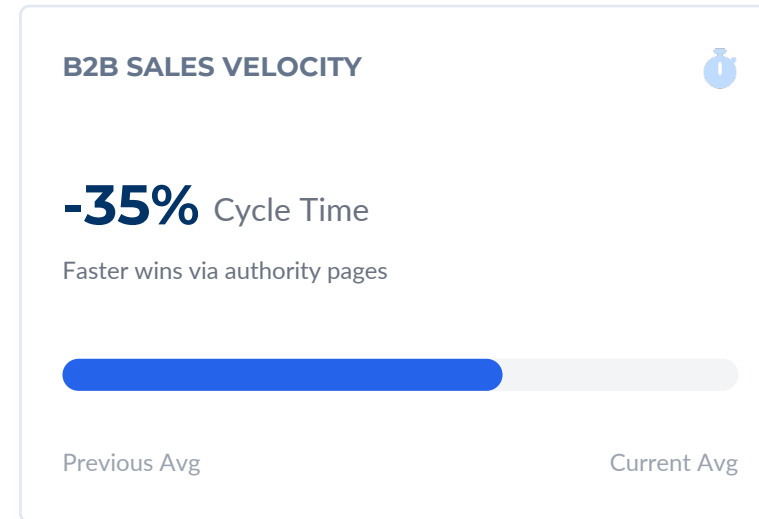
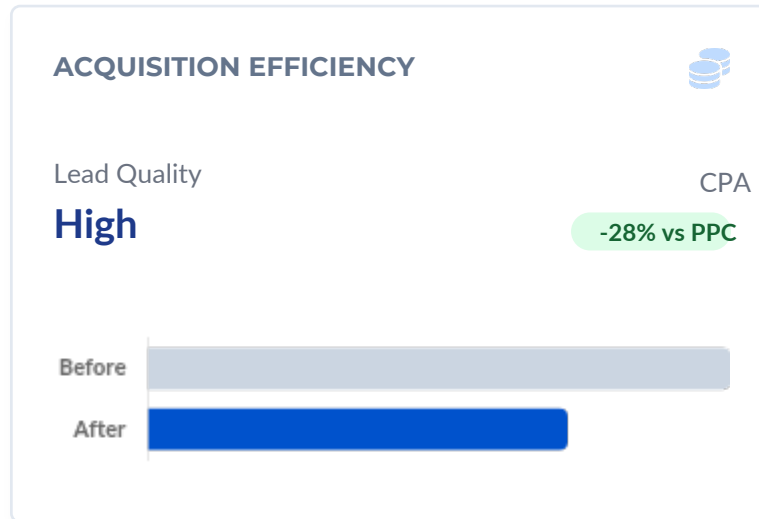
### AI SHARE-OF-VOICE GROWTH

**4.2x** in 90 Days



# WHAT WE LEARNED: TACTICS & RESULTS

Effective strategies driving measurable business outcomes



# SEGMENT-SPECIFIC USE CASES

Tailored GEO strategies and outcomes across the education landscape



## Higher Education

01

Focus on program differentiators, faculty research excellence, career placements, and global pathways.

→ **Outcome: Increased applications from priority markets.**



## K-12 Institutions

02

Optimize for hyper-local queries, facilities & safety standards, transport catchments, and alumni success stories.

→ **Outcome: Enhanced parent trust and qualified walk-ins.**



## EdTech & Test-Prep

03

Highlight clear pedagogy explainers, verifiable success rates, mentor quality, and competitive product comparisons.

→ **Outcome: Higher conversion to trials and product demos.**



## Corporate Training

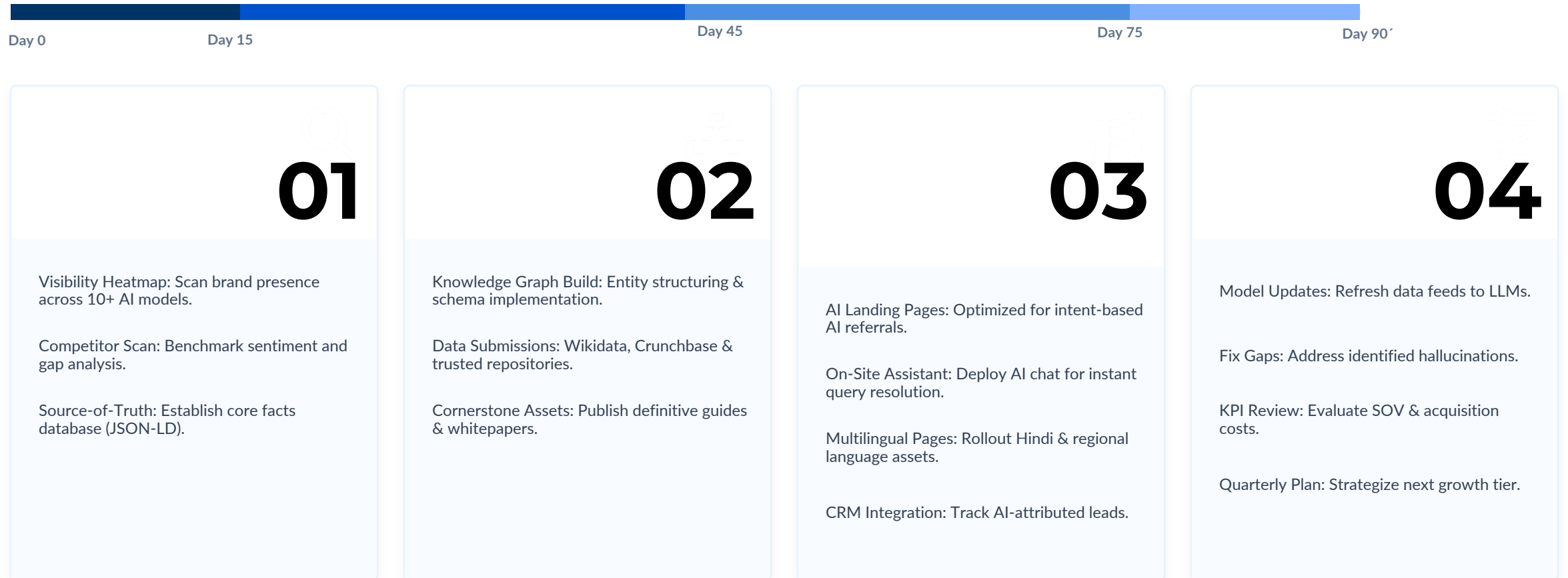
04

Target role-based learning paths, industry-specific case studies, and professional credential mapping.

→ **Outcome: More B2B demos and shorter sales cycles.**

# 90-DAY GEO+ IMPLEMENTATION PLAN

A phased roadmap to establish authority and drive AI visibility



# YOUR GEO+ GROWTH KIT

Comprehensive deliverables to accelerate visibility and outcomes



## Visibility Heatmap & Opportunity Map 01

Provides strategic insights into AI-driven market visibility. We identify gaps, map priority questions, and spotlight high-impact growth opportunities across all major AI models.



## Citation Roadmap & Content Plan 02

Outlines a structured, step-by-step approach to building authoritative citations. We create a targeted content plan designed specifically to establish trust with Large Language Models.



## Quarterly AI-Optimised Content Packs 03

Includes thought leadership articles, program pages, and case studies. Each asset is crafted for machine-readability to ensure your brand is cited as a primary source.




## AI Assets & Growth Dashboard 04


Delivers AI-ready landing pages, microsites, and assistant scripts. Includes a monthly dashboard to track citations, Share of Voice (SOV), sentiment, leads, and conversions.

# KPIs, GOVERNANCE & BRAND SAFETY

Comprehensive framework for measuring visibility, business impact, and maintaining control


## GOVERNANCE & BRAND SAFETY

 **Content Council**  
 Bi-weekly reviews of AI outputs and strategy

 **Approval Workflows**  
 Structured sign-off for all machine-readable facts

 **Messaging Guardrails**  
 Strict guidelines for brand safety & tone

 **Crisis Playbook**  
 Rapid response protocols for AI misinformation

 **Proactive Corrections**  
 Direct feedback loops to fix AI hallucinations

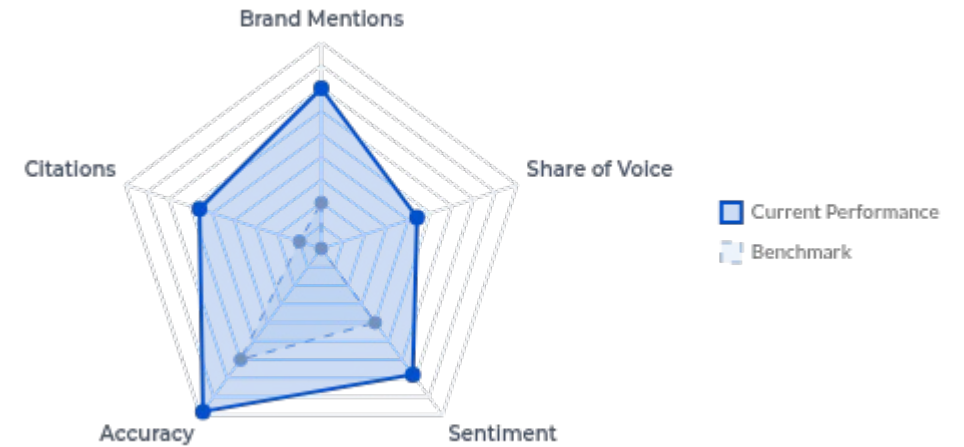
### VISIBILITY KPIS

#### SENTIMENT SCORE

**8.4** /10 +1.2

#### KNOWLEDGE ACCURACY

**94%** +8%



# KPIs, GOVERNANCE & BRAND SAFETY

Comprehensive framework for measuring visibility, business impact, and maintaining control



# ABOUT RAYSolute CONSULTANTS



- 1 Founded by Mr. Aurobindo Saxena, **RAYSolute** Consultants is a Bengaluru-based consulting firm that specializes in the education sector, with Mr. Saxena serving as its Founder and CEO.
- 2 Our name, **RAYSolute** (pronounced as Resolute), is inspired by the four Indian Vedas (**Rigveda**, **Atharvaveda**, **Yajurveda** and **Samaveda**), which are ancient Hindu scriptures that are an epitome of ancient human body of knowledge and wisdom. We felt that the core of consulting companies is typically their unique “body of knowledge”, so what could be better than our Vedas to get inspired from for naming our consulting firm.
- 3 We provide expert guidance and support across Strategy, Operations, Finance, HR, IT, Marketing, Sales and Change Management to help our clients solve complex business problems, capitalize on new opportunities, and achieve their goals.
- 4 We are a team of global education consultants who are dedicated to helping educational institutions and companies to navigate through a variety of challenges and opportunities.
- 5 Our team is made up of experienced professionals who are passionate about education and dedicated to helping others succeed.

# BE THE FIRST NAME AI RECOMMENDS.

The education landscape has shifted. Discovery is no longer just about search rankings; it's about being the verified, authoritative answer in AI conversations.

GEO+ ensures your institution leads this new era with visibility, trust, and measurable growth.

## PARTNER WITH RAYSolute

### Aurobindo Saxena




Founder & CEO, RAYSolute Consultants

 +91 9891 321 279

 aurobindo@raysolute.com

 www.raysolute.com

## WHY ACT NOW?

-  **First-Mover Advantage**  
Early GEO adopters become the default citations for AI models.
-  **Brand Safety**  
Proactively correct hallucinations and own your narrative.
-  **Higher ROI**  
Lower CPA and higher intent enquiries compared to traditional PPC.

## NEXT STEPS

1. Audit Visibility: Request your custom AI Visibility Heatmap Report.
2. Identify Gaps: Review missing citations and brand sentiment.
3. Implement GEO+: Deploy the 90-day roadmap to secure leadership.



**BOOK YOUR STRATEGY SESSION**