

ACIS Thanks ISU Insurance

**For Sponsoring Workshops at the
37th Annual Leadership Conference**



ISU Insurance Services of Colorado (ISU) is a 139-year-old independent insurance brokerage firm, partnering with independent schools on their commercial insurance, risk management and employee benefits protection.



*Helping Families Find Your
School:*
**Reaching Parents Across Online
Platforms**

OCTOBER 10, 2025



GFM|CenterTable



The “Old” Search Methodology

Single-Path Search:

- Ten blue links
- SEO ruled
- Focus on keywords, rankings and the home page

Google/Bing

The diagram illustrates the 'Single-Path Search' methodology. It features two hexagonal shapes: a smaller, light blue one at the top labeled 'Google/Bing' and a larger, dark blue one at the bottom labeled 'Website'. The 'Website' hexagon is positioned directly below the 'Google/Bing' hexagon, suggesting a direct, single-path flow of information from search engines to the website.

Website



The New Search Ecosystem

BY THE
NUMBERS

SEARCH ENGINE	Google's global market share in April fell to 89.65% — the lowest since 2013.
SOCIAL	46% of Gen Z and 35% of Millennials prefer social media over traditional search engines.
GENERATIVE	Between January 2024 and May 2025, news-related prompts in ChatGPT rose by 212%, while equivalent Google searches declined by 5%.

Multi-Platform Search:

- Social search skyrocketing among Gen Z... and beyond
- Generative search usage compounding faster than we've ever seen
- Multiple companies attempting to completely upend search



The New Search Ecosystem

**BY THE
NUMBERS**

SEARCH ENGINE	Google searches fell in Safari for the first time ever in April 2025. “That has never happened in 22 years.” - Apple’s Eddy Cue.	Around 1.5B people now use AI overviews to quickly surface the information they need.
SOCIAL	Up to 41% of users use TikTok for search, while 76% have discovered brands and products through social media.	45% of Reddit users aren’t on Instagram, 69% aren’t on LinkedIn and 58% aren’t on TikTok.
GENERATIVE	35.8% of Americans now use ChatGPT on a regular basis. 58% of consumers have replaced “traditional” search engines with AI tools.	Users who are referred from AI search compared to traditional referrals stay on site 8% longer, browse through pages 12% more and are 23% less likely to just visit the link and bounce.

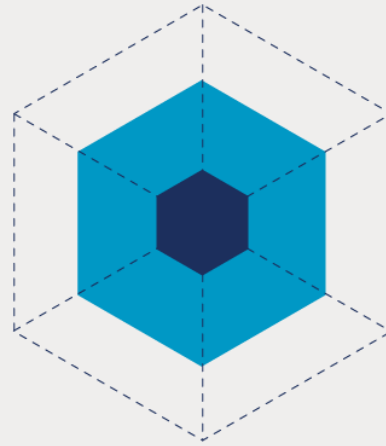


The New Search Ecosystem: Key Platforms & Implications



Search Engines

- Google
- Bing



Generative AI Search

- ChatGPT
- Perplexity
- Gemini
- Claude



Social Search

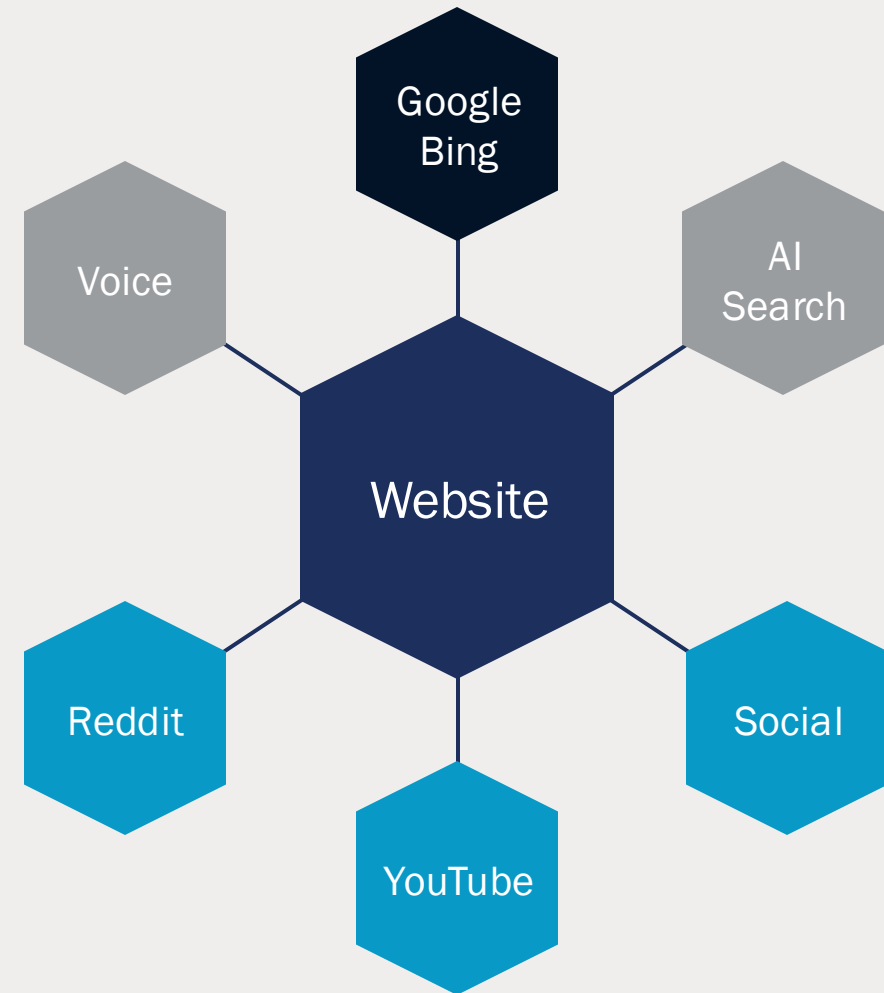
- Instagram
- TikTok
- Reddit
- Education-specific forums

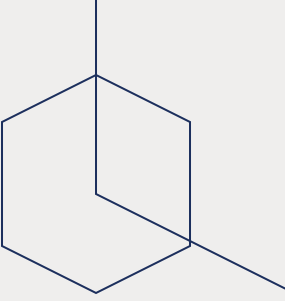


Mapping the Multi-Platform Journey

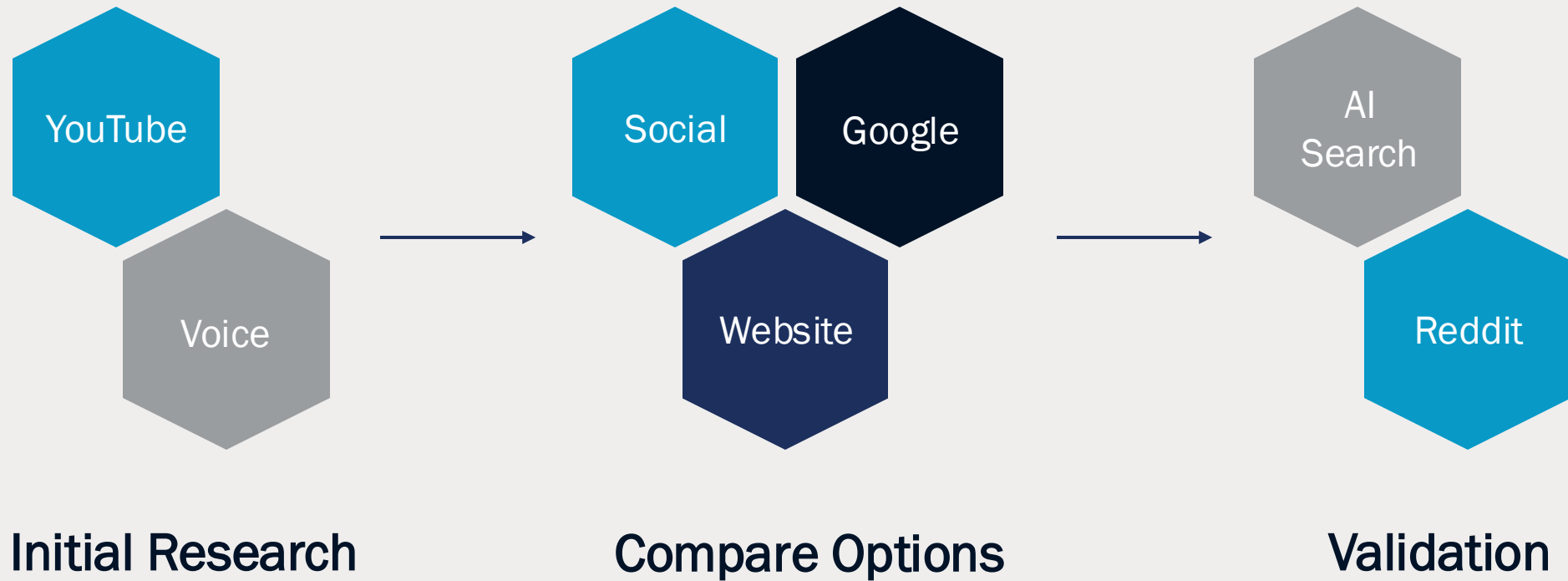
The Answer Engine Ecosystem

- A holistic approach to discovery whose goal is a quick and authentic answer
- Web traffic reductions
- Trust, authority and relevance





Mapping a Multi-Stage Journey

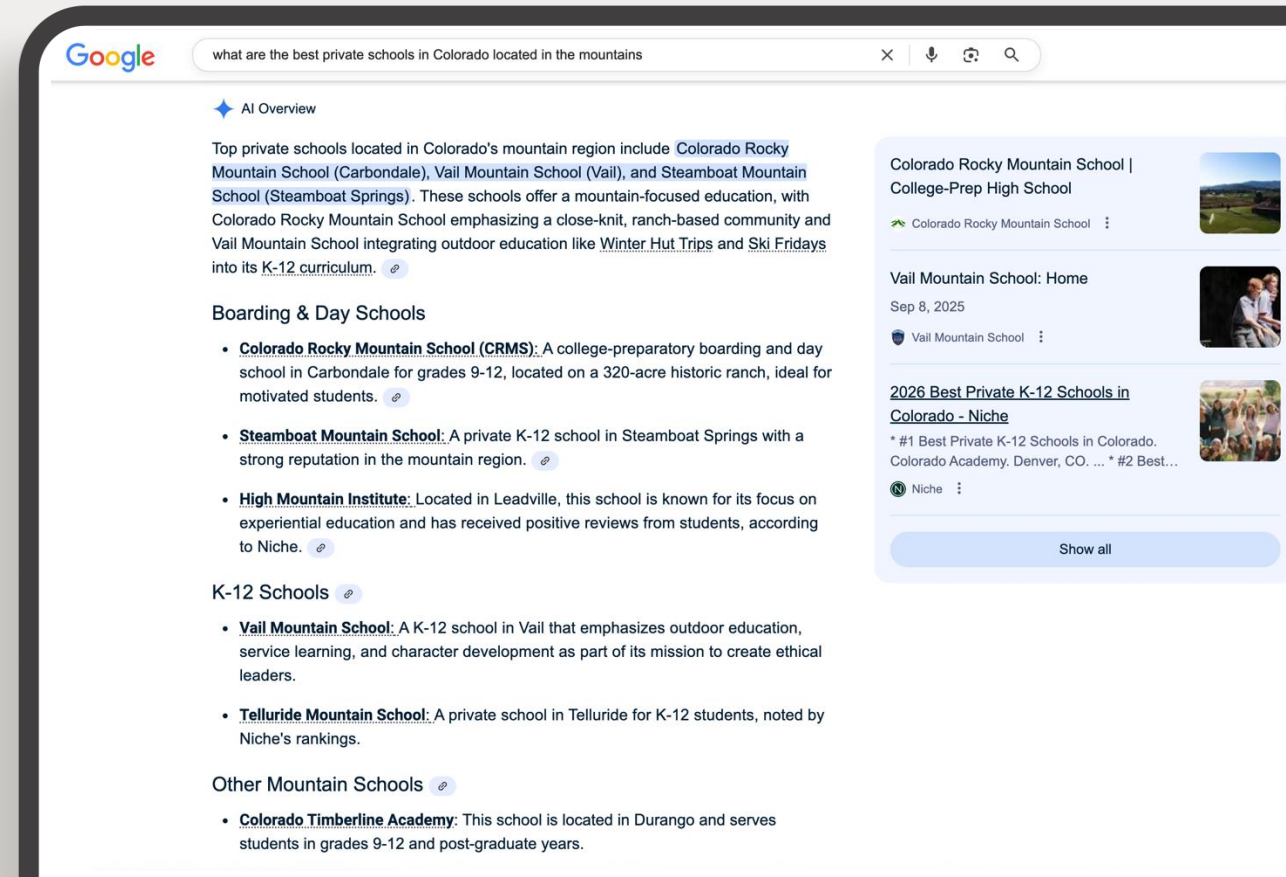




Search Engines: Not Going Away

Search Engines

- Still the dominant player, especially for paid
- AI overviews maintain relevance
- Influences generative search
- Zero-click search traffic
- Structured content, E-E-A-T (Experience, Expertise, Authority, Trust), reviews, local listings





Search Engines: Not Going Away

Google

what are private schools in the CO mountains that offer outdoor programs

X 🔊 🔄 🔍

AI Overview

Private schools in Colorado's mountains with strong outdoor programs include **Colorado Rocky Mountain School in Carbondale**, **Fountain Valley School in Colorado Springs**, and **Aspen Country Day School in Aspen**, which feature wilderness trips, mountain sports, environmental science, skiing, and expeditions. Other options are **Telluride Mountain School** and **Shining Mountain Waldorf School** in Boulder, which integrates nature and outdoor learning into its curriculum for various age groups.

Here are some schools offering extensive outdoor programs:

Colorado Rocky Mountain School (Carbondale): This boarding school makes outdoor trips, mountain sports, and community service an integral part of daily life, with annual multi-day trips for students in the fall, spring, and for new students.

Fountain Valley School (Colorado Springs): Known as FVS, it offers immediate access to natural resources through its location, with outdoor learning on its 1,100-acre prairie and a 40-acre mountain campus for art and ecology.

Aspen Country Day School (Aspen): This school is a national leader in outdoor education, with programs focused on camping, skiing, mountain biking, hiking, climbing, and paddling in the American West.

Telluride Mountain School (Telluride): This private school is situated in the mountains and incorporates its surrounding environment into its curriculum.

Shining Mountain Waldorf School (Boulder): This school integrates nature into its programs from early childhood through high school, including rhythmic walks, nature exploration, overnight expeditions, and high school trip planning and risk assessment.

WorldMind Nature Immersion School (Denver): With locations in the Denver area, this school emphasizes learning outdoors through field trips, nature walks, and hands-on outdoor activities in the curriculum for kindergarten through 8th grade.

Fountain Valley School | Home

EMBRACE THE GREAT AMERICAN WEST
Fountain Valley offers a unique twist on the...

Fountain Valley School

Outdoor Program - Colorado Rocky Mountain School

The outdoor program at Colorado Rocky Mountain School is an integral part of the over...

Colorado Rocky Mountain School

Aspen Country Day's Power of Three Outdoor Education

Aspen Country Day School

Show all

 **CRMS**
Carbondale, CO



PROGRAMS

NAVIGATION

OUTDOOR PROGRAM

The outdoor program at Colorado Rocky Mountain School is an integral part of the overall academic experience in which every student participates daily. The program includes outdoor trips, mountain sports and service. The outdoor program places a strong emphasis on character development, where students learn important skills such as resilience, perseverance, collaboration, self-confidence, and empathy. As a result, students at CRMS have a deep appreciation for the outdoors and an understanding of the importance of

10



Generative AI: Answers Made Easy

Generative Tools

- Adoption growing at unprecedented rate
- Lack of clarity on sourcing factors – query fan out
- Search engines, social are big factors
- Third-party validation important

what are some good international schools in Colorado for elementary school students

Here are several good international / globally-focused schools around Colorado for elementary-age students, plus what makes them stand out. If you tell me what you mean by "international" (IB, immersion, multilingual, foreign curriculum, etc.), I can help narrow to ones that match what you're looking for.

Schools in Colorado with International / Global / Immersion Elements

School	Location	Grades / Type of Program	Highlights
International School of Denver (ISDenver)	Denver (Lowry area)	PreK – Grade 9	Fully authorized IB World School (PYP for early/elementary, MYP middle grades). Multilingual (French, Spanish, Chinese) immersion, strong in global citizenship and intercultural learning. International Sch... >3
Academy International Elementary School (AIES)	Colorado Springs	K-5	Public school with the IB Primary Years Programme (PYP) . Focus on whole-child learning, inquiry, social/emotional learning, and supportive/differentiated instruction. Academy Internat... >1
McGraw Elementary, IB World School	Fort Collins	Elementary (P-5)	Strong IB PYP program. Emphasis on inquiry, international-mindedness, whole-child development. Poudre School Di... >1
Swigert International School	Denver	ECE4 – Grade 5	Uses IB Primary Years Program. Innovation school as part of Denver's Luminary Learning Network. Strong focus on creativity, critical thinking, global awareness. swigert.dpsk12.org
Colorado International Language Academy (CILA)	Colorado Springs	K-5	A language immersion charter school (German, Mandarin Chinese, Spanish). Half the day is immersion in the target language. Public charter. cilaschool.org
AXIS International Academy	Fort Collins area	Preschool through elementary	Multilingual / international focus. Offers Spanish, French or Chinese language instruction, with an international academy model. axiscolorado.org
Mackintosh Academy	Denver / Boulder region	Pre-K through 8	Private school with IB curriculum, especially strong for students who benefit from inquiry-based and gifted pedagogy. Mackintosh Acad... >1

What to Consider / Questions to Ask

- **What "international" means to you:** Is it an IB curriculum? Language immersion? Foreign national curriculum (e.g. British, French, Spanish)? Multilingual tracks? International travel?
- **Public vs Private:** Some "international" schools are public or charter (lower cost), others private (higher tuition).
- **Language offerings:** Which languages are taught, and whether instruction is immersive or just language class.
- **Class size, teacher qualifications:** Especially teachers fluent or native in the target language(s).
- **Global citizenship, cultural exposure:** Opportunities for intercultural learning, international trips, diversity among student body.
- **Accreditation and authorization:** IB authorization, or foreign curriculum accreditation (if applicable).

If you share your location (or parts of Colorado you're ok commuting), your budget, and what features ("IB", immersion, foreign curriculum etc.) are most important, I can make you a tailored list of great matches. Do you want me to pull that together for your area?

Sources



Generative AI: Answers Made Easy

S What are some things I should consider when choosing a private school for my child in Denver, CO? And what are options for private schools in Denver?

Here are key factors to consider when choosing a private school in Denver:

Academic quality and philosophy Look at curriculum rigor, teaching methods, and whether the school's educational approach (traditional, Montessori, progressive, etc.) matches your child's learning style. Ask about teacher qualifications, class sizes, and student-to-teacher ratios.

Values and culture Consider whether the school's mission and values align with your family's. Many Denver private schools have religious affiliations, while others are secular. Visit to get a sense of the community atmosphere and how students interact.

Location and logistics Factor in commute time from Centennial, availability of before/after school care, and transportation options. Some schools offer busing while others don't.

Cost and financial aid Tuition varies widely in Denver, from around \$15,000 to \$40,000+ annually. Ask about additional fees for activities, materials, or field trips, and inquire about financial aid availability if needed.

Extracurriculars and facilities Consider what programs matter to your family—sports, arts, music, STEM clubs. Visit the facilities to see classrooms, libraries, gyms, and outdoor spaces.

Diversity and inclusion Look at the student body composition and how the school approaches diversity, equity, and inclusion in its curriculum and community.

College preparation (if applicable) For older students, research the school's track record with college placement and what support they provide for the application process.

Special needs support If relevant, ask about learning support services, gifted programs, or accommodations available.

Private School Options in Denver

Let me search for current information on private schools in the Denver area.

private schools Denver Colorado 2025

10 results

 Colorado Academy Home - Private Day School in Denver, Colorado serving Pr... coloradoacademy.org

 2025 Best Private High Schools in the Denver Area - Niche niche.com

 Denver Academy, Private Gr 2-12 School in Denver CO denveracademy.org

 Best Private Schools in Denver, CO (2025-26) privateschoolreview.com

 TOP 10 BEST Private Schools in Denver, CO - Updated 2025 - Yelp yelp.com

 2025 Best Private K-12 Schools in the Denver Area - Niche niche.com

 Best Private Schools in Denver - 2025 - College Transitions collegetransitions.com

Based on current information, here are some notable private school options in the Denver area:

Top-Ranked College Prep Schools:

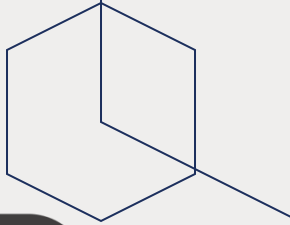
- **Colorado Academy** - An independent, coed college prep school serving Pre-K through Grade 12 [Colorado Academy Home - ...](#)
- **Kent Denver School** - A premier college-prep school for grades 6-12 on a scenic 200-acre campus [Kent Denver School | 6-12 P...](#)
- **Graland Country Day School** - A private school serving preschool through middle school (grade 8) [Graland Country Day Scho...](#)

Specialized Learning:

- **Denver Academy** - An independent school for diverse learners in grades 2-12, focusing on individualized learning approaches [Denver Academy, Private G...](#)

Other Options Mentioned:

- Denver Jewish Day School
- Denver Waldorf School
- Aspen Academy
- Mackintosh Academy
- Challenge School



An Earned Media Resurgence

- Earned media provides **authentic validation** through trusted third-party coverage that drives conversations
- The earned media resurgence reflects a shift toward credibility and authenticity as the **currency of influence for brands**
- **Earned media alone isn't enough.** It remains vital but requires integration with other marketing strategies
- Digital amplification is crucial since over half of U.S. adults get news from social media

JW I have a student who is in elementary school and I want to know where I should send them to school in Denver, CO. I am looking for a private school that excels in test scores, has low teacher to student ratios and overall a good community. Where should I send my child?

I'll search for information about top private elementary schools in Denver to help you find the best options for your student.

🌐 best private elementary schools Denver Colorado test scores 10 results ▾

Let me search for more specific information about top private elementary schools in Denver with details about their academics and student-teacher ratios.

🌐 Denver private elementary schools Graland Stanley British Kent Denver 10 results ▾

🌐 Colorado Academy Denver elementary school tuition student teacher ratio 10 results ▴

- 🇺🇸 Colorado Academy in Denver, Colorado - U.S. News Education [usnews.com](#)
- 🏠 Tuition & Financial Aid at Colorado Academy in Denver, CO [coloradoacademy.org](#)
- 🏠 Colorado Academy Home - Private Day School in Denver, Colorado serving ... [coloradoacademy.org](#)
- 🏠 Colorado Academy in Denver, CO - Homes.com [homes.com](#)
- 📊 Colorado Academy (Top Ranked Private School for 2025-26) - Denver, CO [privateschoolreview.com](#)
- 📖 Colorado Academy - Wikipedia [wikipedia.org](#)
- 📍 Colorado Academy in Lakewood, CO - Niche [niche.com](#)

Based on my research, here are the top private elementary schools in Denver that excel in academics, have low student-teacher ratios, and strong communities:

Top Recommendations

Colorado Academy (PreK-12)

- Student-teacher ratio of 4:1 to 6:1 [U.S. News & World Report](#) [Homes.com](#)
- Elementary tuition (K-5): \$37,990 [Tuition & Financial Aid at C...](#)
- Consistently ranked among the top private schools in the Denver area [Niche](#) [Niche](#)
- Strong academic programs with innovative curriculum in liberal arts and sciences
- 18% of students receive financial aid, with average awards of \$24,570 [Colorado Academy in Lake...](#)
- Parents praise the well-rounded education including arts, athletics, and academics

Graland Country Day School (PreK-8)

- Student-teacher ratio of 6:1 [Graland Country Day Scho...](#)
- Annual tuition: \$37,635 [Graland Country Day Scho...](#)
- Total enrollment of 700 students [Graland Country Day Scho...](#)
- Parents report excellent project-based learning and customized learning approaches
- Strong parent community with many volunteer opportunities
- Emphasis on meeting individual student needs while challenging them academically



An Earned Media Resurgence

NICHE

Find a school or district ...

In America

Log In

School SearchSchool RankingsSchools Near You

2026
NICHE
BEST
SCHOOLS

2026 Best Private K-12 Schools in the Denver Area

The 2026 Best Private K-12 Schools ranking is based on rigorous analysis of key statistics and millions of reviews from students and parents. Ranking factors include the quality of colleges that students consider, student-teacher ratio, private school ratings, and more. SAT/ACT scores have been removed from this year's rankings to reflect a general de-emphasis on test scores in the college admission process. Data sourced from the U.S. Department of Education, Niche users, and the schools directly. [Read more on how this ranking is calculated.](#)

[Where Niche Grades come from and how Niche calculates rankings.](#)

Best schools

Most diverse

Best teachers

College prep

Largest

Niche standout schools

More

View on Map

Denver Area x

K-12 only x

Private x

1-25 of 25 results

Search type

☒ Schools

☐ Districts

Grade level

Clear filter

☐ Pre-K

☐ Elementary

☐ Middle

☐ High school

☐ K-8 only

☒ K-12 only

#1 BEST PRIVATE K-12 SCHOOLS IN DENVER AREA

Colorado Academy

Denver, CO · Private School · PK, K-12 · ★★★★★: 62 reviews

Parent: My son just graduated from Colorado Academy as a Pre-K-12 alum of the school and started his freshman year in college. I am incredibly grateful to all ... [Read 62 reviews](#)

Overall Niche Grade: A+ · Students 1,048 · Student-teacher ratio 7:1

[View nearby homes](#) | [Virtual tour](#)

[Add to List](#)

#2 BEST PRIVATE K-12 SCHOOLS IN DENVER AREA

St. Mary's Academy

Englewood, CO · Private School · PK, K-12 · ★★★★★: 161 reviews

Parent: We are parents of a rising senior at SMA and the past three years have been an outstanding experience. When people ask us what's unique about SM ... [Read 161 reviews](#)

Overall Niche Grade: A+ · Students 713 · Student-teacher ratio 6:1

BuyRentSellAgentsExploreNews

Denver, CO

38 Best Private Elementary Schools in Denver, CO

Christ the King RC

860 Elm St, Denver, CO · Private Pre-K, Elementary

Niche Grade: A+ · Students 234 · Avg. Review Score 4.7 ★

Colorado Academy

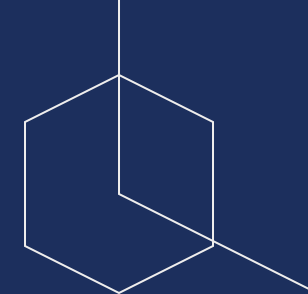
3800 S Pierce St, Denver, CO · Private Pre-K, Elementary

Niche Grade: A+ · Students 1,036 · Student Teacher Ratio 6:1

Denver Waldorf School

2100 S Pennsylvania St, Denver, CO · Private Pre-K, Elementary

Niche Grade: A+ · Students 353 · Student Teacher Ratio 7:1



Earned Media: Power of GEO

GEO, or [Generative Engine Optimization](#), emphasizes earned media because AI search engines prioritize content from trusted, third-party sources like journalists, analysts and communities to answer user queries.

89%

of AI-cited links come from earned media

27%

of those are journalistic

“...Turns out, a lot of it comes down to PR... PR coverage is now one of the most powerful sources for influencing how these tools respond to billions of daily prompts.”

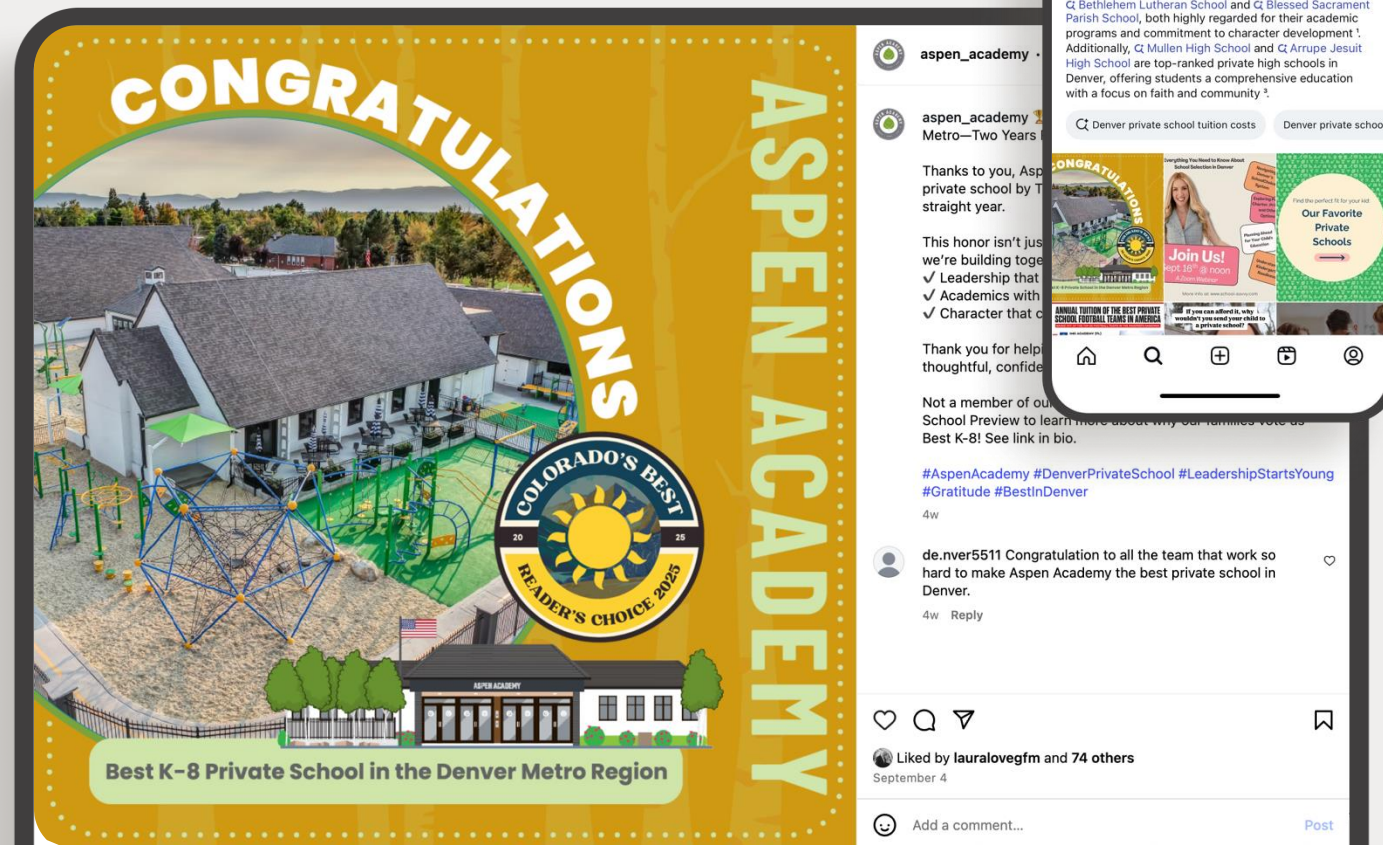
A new study from Muck Rack



Social Search: The New Word of Mouth

Social Search

- Staying power over “virality”
- Influencers more important than ever
- Reddit/forums are incredibly powerful
- New strategy, content workflow and goals





Content Optimization Across Platforms



Aspen Academy

Aspen Family Portal Calendar Quicklink

ABOUT ADMISSIONS PROGRAM GIVING + VOLUNTEERING COMMUNITY INQUIRE

Values, Mission & Vision Calendar Our Team Career Opportunities News & Awards Day in the Life

Diversity, Equity & Inclusion Campus Info & Rentals Board of Trustees Blog Lunch Program MODI Education

Aspen Academy Voted Best K-8 in Denver Metro Region Again for 2025



CONGRATULATIONS ASPEN ACADEMY

COLORADO'S BEST READER'S CHOICE 2025

ABOUT THE AUTHOR



CONGRATULATIONS ASPEN ACADEMY

COLORADO'S BEST READER'S CHOICE 2025



Reddit

u/AspenAcademy Now

AMA

I work at Denver's top private school.

Ask me anything!

Scheduled AMA · Apr 25

↑ ↓



aspen_academy



CONGRATULATIONS

COLORADO'S BEST READER'S CHOICE 2025

Best K-8 Private School in the Denver Metro Region



looks good and it

♥ 75 💬 1 ↻ 1 🔍 4

Liked by lauralovegfm and others

aspen_academy 🏆 Voted Best K-8 Private School in the Denver Metro—Two Years Running!



Tracking & Measuring Search Behavior

Understanding Your Visibility

- Keywords & search terms
- Tracking process
- Tool availability
- Website analytics & audience changes

☐	Total	130,383 100% of total	169,776 100% of total	56,273 100% of total
☒	1 meta	94,970 (72.84%)	123,049 (72.48%)	26,479 (47.05%)
☐	2 google	23,172 (17.77%)	30,359 (17.88%)	21,255 (37.77%)
☐	3 (direct)	5,642 (4.33%)	7,455 (4.39%)	4,774 (8.48%)
☐	4 tiktok	2,190 (1.68%)	2,305 (1.36%)	448 (0.8%)
	5 (not set) ⚠	1,274 (0.98%)	1,326 (0.78%)	9 (0.02%)
☐	6 reddit	894 (0.69%)	976 (0.57%)	157 (0.28%)
☐	7 bing	820 (0.63%)	1,121 (0.66%)	857 (1.52%)
☐	8 m.facebook.com	294 (0.23%)	306 (0.18%)	240 (0.43%)
☐	9 duckduckgo	280 (0.21%)	414 (0.24%)	289 (0.51%)
☐	10 yahoo	231 (0.18%)	313 (0.18%)	226 (0.4%)
☐	11 obsg_news	228 (0.17%)	327 (0.19%)	249 (0.44%)
☐	12 facebook.com	221 (0.17%)	225 (0.13%)	174 (0.31%)
☐	13 chatgpt.com	182 (0.14%)	246 (0.14%)	173 (0.31%)
☐	14 (data not available) ⚠	159 (0.12%)	191 (0.11%)	107 (0.19%)
☐	15 Instagram	144 (0.11%)	152 (0.09%)	113 (0.2%)



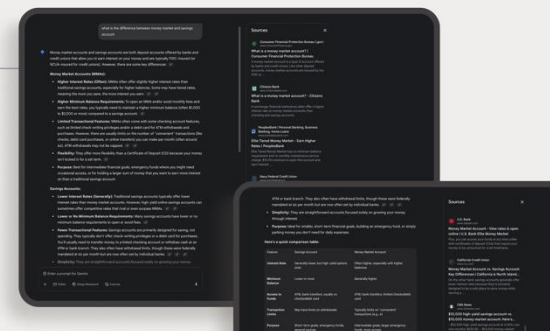
The Answer Engine Assessment

Understanding to Optimization

- Setting a baseline
- Visibility scores
- Competitive analysis
- Content identification
- Marketing plan

Gemini *Checking & Savings*

Bank was cited 60% of the time on Gemini searches. Similar to ChatGPT, Gemini offered quick comparison tables of information. There were also many results that did not offer any specific mentions of institutions in the results but rather in sources only.



This Gemini result is very informative. Banks and/or credit unions are mentioned in some of the sources. To create website or blog content to highlight the difference between money market and savings accounts.

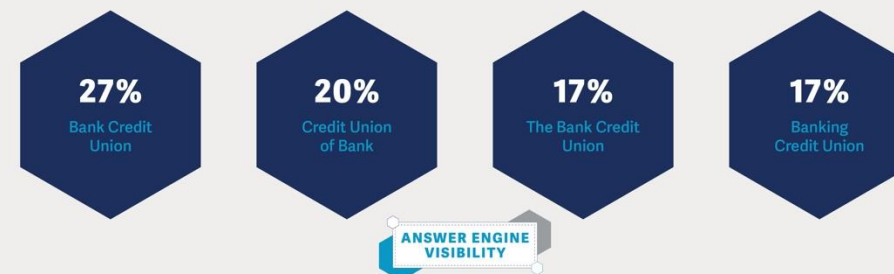
Agentic Competitors *Checking & Savings*

INFORMATIONAL

what are the bank boost checking requirements
which bank pays highest interest on checking account in Colorado
are there checking accounts that earn interest in Colorado
what is a money market account vs savings account
which credit unions offer hsa accounts
what is the difference between money market and savings account

ACTION

where can I go for a free checking account in Colorado
where can I open a free online checking account and \$300
where should I go for a high yield savings account in Colorado
where should I go for a high interest savings account



Bank has 57% visibility



Continuous Adaptation: Staying Ahead

Constant Evolution

- Consistent monitoring
- Generative usage & familiarity
- Integrations & partnerships
- Proactive content planning
- Cross-functional teams

what private schools in Colorado offer small classroom sizes, have good test scores and offer unique teaching styles.

Perplexity Places Images Sources · 10 Steps

Entertainment Calendar
Private Schools in the
Denver area

Fusion Academy
Private School in
Greenwood Village, CO -...

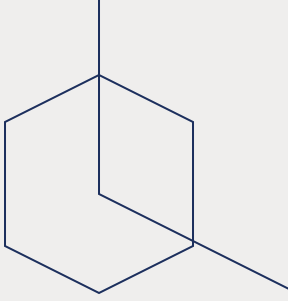
Niche
2026 Best Private Schools
in Colorado - Niche

Niche
Compare Private Schools in
Colorado - Niche

Several private schools in Colorado are recognized for offering small classroom sizes, strong academic results, and unique or innovative teaching approaches.

Top Colorado Private Schools Meeting Your Criteria

- **Fusion Academy (Greenwood Village, Denver)**
 - Offers a unique one-to-one teaching model and small group classes (2-5 students), allowing deeply personalized instruction.
 - Accredited with strong test score outcomes.
 - Emphasizes flexible, customized schedules and daily student feedback, suitable for students needing alternative or individualized learning environments. [fusionacademy](#)
- **Galand Country Day School (Denver)**
 - Independent school serving Preschool–Grade 8 with small class sizes.
 - Noted for a whole-child teaching philosophy, focusing on character, leadership, innovation, and academic excellence. [denver.kidsoutandabout](#)
- **Montessori Academy of Colorado (MAC, Denver)**
 - Features small class sizes with a hands-on, individualized Montessori method from infancy through middle school.
 - Focuses on critical thinking, independence, and global awareness for a holistic education. [denver.kidsoutandabout](#)
- **Aspen Academy (Greenwood Village, near Denver)**



Quick Wins & Next Steps

Operational

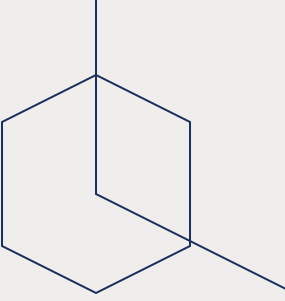
- Ensure technical SEO excellence
- Prepare your website for AI crawlers
- Strengthen current internal linking

Measurement

- Create dashboard to measure on-site social and generative referrals
- Implement system for visibility measurement
- Take current baselines of visibility and content performance on all platforms



Quick Wins & Next Steps

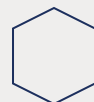


Website Content

- Repurpose and restructure existing long-form content
- Ensure content answers user queries
- Develop plan to add identified missing content
- Review site for action-oriented audience shift

Content Strategy

- Develop proactive content strategy to address gaps and maintain visibility
 - Web
 - Social
 - Earned media & third party
- Utilize parents as ambassadors
 - Forums & reviews



Q&A



GFM|CenterTable