



GroundFloor Media

Beyond SEO: Using AI Search to Drive Enrollment

Who: Heads of School, Communications Directors, Admissions Directors, and Development Directors

Presenters: Shelby Royal and Jack Barsch

When: Wednesday, September 30th from 10:00 a.m. to 11:00 a.m.

Where: Virtual on Zoom

Register [HERE](#)

The slide deck and recording will be available to registrants after each webinar

Session Description:

As more families turn to AI-powered search tools to research schools, traditional SEO is no longer enough. This session explores the emerging world of Generative Engine Optimization (GEO) and how schools can improve their visibility across Google AI Overviews, ChatGPT, Gemini and other AI-powered search experiences. Learn practical strategies to optimize your website and content so prospective families can find (and trust) your school in the next generation of search.

About Shelby Royal:



Shelbey is a senior digital marketing director with over a decade of experience in organic search, paid search and email marketing. Whether it's Search Engine Optimization, optimizing pay-per-click campaigns or digging into overarching search strategy, Shelby loves telling stories through search for her education clients. In addition to education marketing, Shelby also has significant healthcare marketing experience, and she worked for Children's Hospital Colorado prior to joining GroundFloor Media.

About Jack Barsch:



Jack is a digital marketing strategist with a deep passion for storytelling, particularly in the digital space. At GroundFloor Media, he's known for crafting compelling narratives and finding the perfect audience to make the biggest impact for clients. Whether it's through strategic search engine marketing plans, search engine optimization or pay-per-click campaigns, Jack thrives on using data to solve puzzles, connecting the right dots across traditional and nontraditional search engines.

Free for those schools who purchased a speaker series subscription

\$60 per attendee for those schools who have chosen "A la Carte."