



GroundFloor Media

Beyond SEO: Using AI Search to Drive Enrollment

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

Presenters: Jack Barsch and Kathleen Deal

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 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.

About Kathleen Deal:



Kathleen leads the agency's Content Division, guiding strategy on digital content channels including email marketing, organic social media, website content and search. Kathleen is skilled in building full funnel digital ecosystems with strategic content that inspires and converts. She has worked in various industries including nonprofit, financial services, healthcare, technology, consumer packaged goods, government, public health, education and outdoor.

Free for those schools who purchased a speaker series subscription

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