



## Colorado Charter Schools Annual Conference

February 25-27, 2026  
Denver Marriott Tech Center



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# The Evolution of Search: Reaching Parents Across the Answer Engine Ecosystem

Jon Woods, GroundFloor Media

Founding Partner

Evergreen E  
February 26, 2026 | 8:30-9:30  
Enrollment & Communication



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**Colorado League of  
Charter Schools**



We make it our priority to **advocate** for high-quality public charter schools across Colorado.



**Be a part of the action.**





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# The Evolution of Search

## Reaching Parents Across the Answer Engine Ecosystem

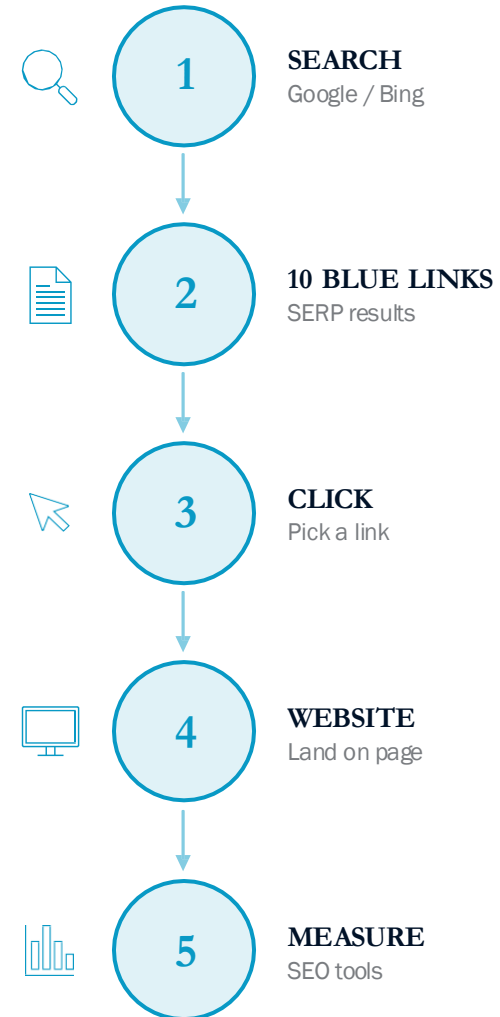
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# The “Old” Search Methodology

## Google/Bing → Click → Website

- ▶ Single-Path Search: Ten blue links on a search engine results page
- ▶ SEO ruled: Success was about ranking for keywords and optimizing your homepage
- ▶ Clear success metric: website traffic from Google
- ▶ Tools like SEMRush, Moz, and Ahrefs measured your success
- ▶ Charter schools invested heavily in SEO strategy designed for this linear system

### THE LINEAR PATH



# The New Search Ecosystem — By the Numbers (Part 1)

## SEARCH ENGINE

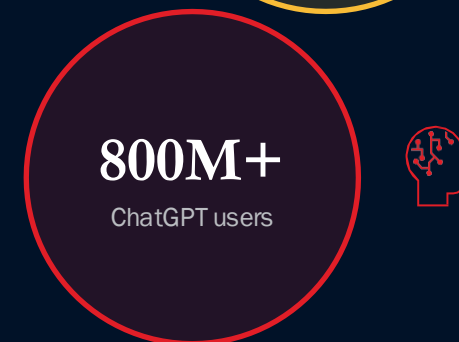
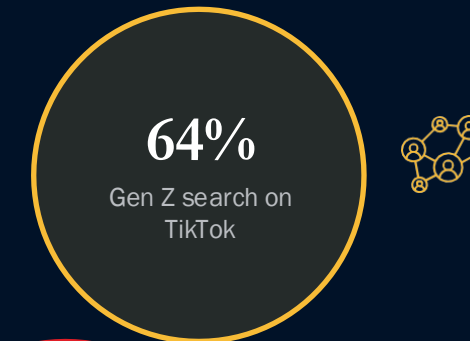
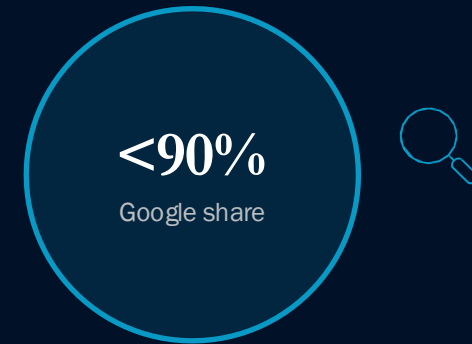
- ▶ Google market share dipped below 90%
- ▶ Traditional search volume to drop 25% by 2026
- ▶ Google searches fell in Safari for first time in 22 years

## SOCIAL

- ▶ 64% of Gen Z use TikTok as primary search engine
- ▶ 49% of consumers used TikTok for search in 2026
- ▶ 40% of Gen Z prefer TikTok/Instagram over Google

## GENERATIVE

- ▶ ChatGPT: 800M+ weekly active users (2x in one year)
- ▶ 38% of Americans use AI as primary search in 2026
- ▶ 2.5B prompts/day, up from 1B in 2025



# The New Search Ecosystem — By the Numbers (Part 2)

## SEARCH ENGINE

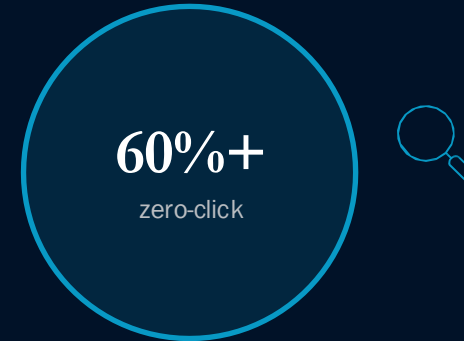
- ▶ AI Overviews now in ~25% of Google searches (up from 6.5%)
- ▶ AI Overviews cut organic CTR by 58% for #1 position
- ▶ 60%+ of searches are now "zero-click"

## SOCIAL

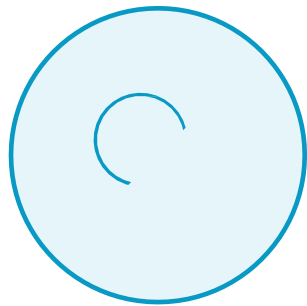
- ▶ 77% of Gen Z purchased via social media in last 6 months
- ▶ 85% of Gen Z prefer authentic lo-fi video over polished content
- ▶ Reddit users largely absent from other platforms

## GENERATIVE

- ▶ AI referral traffic converts at 14.2% vs. Google's 2.8%
- ▶ AI-referred users stay 8% longer, browse 12% more pages



# The Answer Engine Ecosystem



## Search Engines

Google, Bing



## Generative AI Search

ChatGPT, Perplexity, Gemini,  
Claude, Google AI Overviews,  
Apple Intelligence



## Social Search

TikTok, Instagram, YouTube,  
Reddit, Facebook Groups,

Social-ish: Niche.com, GreatSchools



# Mapping the Multi-Platform Enrollment Journey

## Phase 1 — Initial Research

*“What charter schools are near me?” / “Best schools in [city]”*

- ▶ Platforms: Google, ChatGPT, TikTok, Instagram, Niche.com

## Phase 2 — Compare Options

*“How does [School A] compare to [School B]?” / “Reviews of [School Name]”*

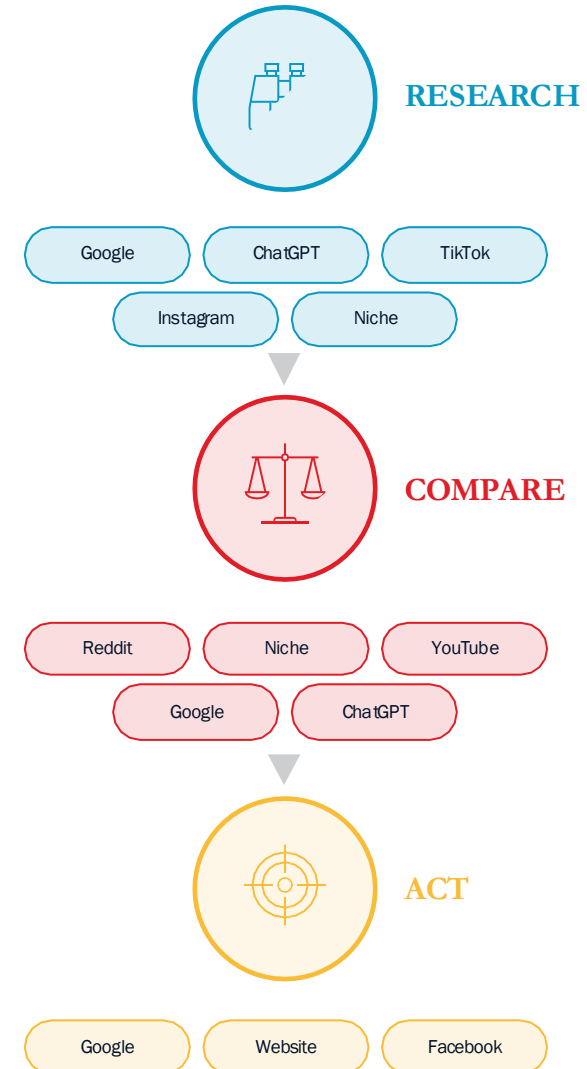
- ▶ Platforms: Reddit, Niche.com, GreatSchools, YouTube, Facebook Groups, ChatGPT

## Phase 3 — Validation & Action

*“How do I apply to [School Name]?” / “Open enrollment [School Name]”*

- ▶ Platforms: Google, School Website

*“The average user references 7 different platforms when searching.  
Your website is one piece of the puzzle.”*



# Search Engines — Still Critical

- ▶ Still the dominant discovery platform, especially for action-oriented searches
- ▶ AI Overviews are increasing Google's role as an answer engine
- ▶ Zero-click searches now at 60%+ — your info needs to appear IN the search results
- ▶ E-E-A-T still matters: Experience, Expertise, Authority, Trust
- ▶ Local SEO is essential — Google Business Profile, reviews, local listings
- ▶ Instagram + Google partnership now indexes social posts in search results

The screenshot shows a Google search interface with the query "what is the best charter school in the denver area for my 10 year old". The search results are dominated by an AI Overview from Niche, which provides a summary of top-rated charter schools for a 10-year-old in the Denver area. The AI Overview lists several schools: Peak to Peak Charter (Boulder Valley), Stargate Charter (Adams 12), Golden View Classical Academy, Cherry Creek Academy, and Parker Core Knowledge. Below the AI Overview, there are search results for "2026 Best Charter Elementary Schools in the Denver Area" from Niche and "Best Charter Elementary Schools in Colorado - U.S. News & World Report". The search results also include a "Home - Cherry Creek Charter Academy" listing. At the bottom of the page, there is a "Dive deeper in AI Mode" button.

Google

what is the best charter school in the denver area for my 10 year old

Niche  
https://www.niche.com › ... › Best Charter › Elementary

**2026 Best Charter Elementary Schools in the Denver Area**  
Cherry Creek Charter Academy · Havern School · Arma Dei Academy · Prospect Ridge Academy. [Read more](#)

AI Overview

Top-rated charter schools for a 10-year-old (typically 4th/5th grade) in the Denver area include **Peak to Peak Charter (Boulder Valley)**, **Stargate Charter (Adams 12)**, and **Golden View Classical Academy**, which are noted for high academic rigor. **Cherry Creek Academy** and **Parker Core Knowledge** are top choices for a robust core knowledge curriculum. Niche +3

**Top Charter Schools for 10-Year-Olds**

- **Peak to Peak Charter School (K-12)**: Ranked highly for academic excellence, focusing on college preparation and strong academic standards.
- **Stargate Charter School (K-12)**: Known for serving advanced learners with a focus on growth, safety, and community.
- **Golden View Classical Academy (K-12)**: Offers a rigorous classical education curriculum, emphasizing a, liberal arts and character development.
- **Cherry Creek Charter Academy (K-8)**: A popular choice with a, core knowledge, curriculum, focusing on traditional values like responsibility and respect.
- **Parker Core Knowledge Charter School (K-8)**: A highly regarded school focusing on fundamental knowledge and skills.
- **Denver Language School (K-5)**: A strong option if you are interested in a language immersion charter school in Denver. Niche +4

**Considerations**  
Many of these schools require applications and have waitlists due to high demand. It is recommended to check their specific application timelines, as they often open for the following academic year in late fall or early winter.

**2026 Best Charter Elementary Schools in th...**  
Read 493 reviews, grade A+ Students 1,446. Student-teacher...  
Niche

**Best Charter Elementary Schools in Colorado - U.S...**  
Parker Core Knowledge Charter School; Cherry Creek Charter...  
U.S. News & World Report

**Home - Cherry Creek Charter Academy**  
Cherry Creek Academy is a Core Knowledge charter school with...  
Cherry Creek Charter Academy

Dive deeper in AI Mode



# Search Engines — Charter School Examples

Google search results for "how to apply to cherry creek academy". The top result is from Cherry Creek Charter Academy, with the URL <https://www.cherrycreekacademy.org/admissions>. The snippet reads: "Admissions - Cherry Creek Charter ... If you have any questions, please feel free to contact our Admissions Director at admissions@cherrycreekacademy.org. Thank you for your interest in Cherry Creek ... [Read more](#)". Below the snippet is an "AI Overview" section. It states: "To apply to [Cherry Creek Academy](#) (a K-8 charter school), you must **submit a waitlist application via their website**, as spots are filled based on availability from this list. Applications are accepted year-round, but early submission is recommended. The process involves a separate waitlist for each grade and confirmation within 24 hours." Below this is a section titled "Key Application Steps for Cherry Creek Academy" with a bulleted list: 

- Submit Waitlist Application:** Fill out the online Waitlist Application on the [Cherry Creek Academy website](#).
- Confirmation:** A confirmation email from the Admissions Director should arrive within 24 business hours. If not, contact admissions@cherrycreekacademy.org.
- Waitlist Position:** Your child's spot is determined by the date and time the application is received.
- Deadlines & Timing:** While applications are accepted continuously, new students are generally admitted until October 1st, or at the start of the second semester.
- Waitlist Updates:** You may contact the school directly to update your information or check your position.

Below the list is an "Important Notes" section with two bullet points: 

- Separate from District:** This is a charter school, so the process is separate from the main [Cherry Creek School District Choice process](#).
- 8th Grade Policy:** No new students are accepted for 8th grade unless they have a sibling already admitted, are a child of a staff member, or previously attended for three years.

At the bottom, there is a link: "For more information, you can visit their [admissions page](#)."

Cherry Creek Academy website, "Admissions" section. The page title is "Admissions FAQ". The breadcrumb trail is "HOME > ADMISSIONS > ADMISSIONS FAQ". The main heading is "Admissions FAQ". Below this is the question "What is the admissions process at Cherry Creek Academy?". The answer states: "Cherry Creek Academy is a waitlist school, which means that your child will need to be on our waitlist to be offered a spot. To join our waitlist, please complete the [Waitlist Application](#) at your earliest convenience. Please note, your child's position on our waitlist is based on the time and date your application is received." Below this is another question: "How do I add my child's name to the waitlist?". The answer states: "You may add your child to our waitlist by completing a [Waitlist Application](#)." Below this is a question: "What is the average wait time for Cherry Creek Academy's waitlist?". The answer states: "Children typically wait three to five years for admission to our school." Below this is a question: "Does Cherry Creek Academy give priority on the waitlist?".



# Generative AI Search — The New Front Door

- ▶ Adoption growing at unprecedented rates: 800M+ weekly users, 2.5B prompts/day
- ▶ How AI tools source answers: “Query fan-out” — they search, synthesize, and cite
- ▶ Third-party sources preferred: AI tools start with independent sources before school websites
- ▶ Freshness matters: Content updated within 2 months earns 28% more AI citations
- ▶ AI crawlers visit different parts of your site than humans — think blog posts and FAQ pages
- ▶ Structured, well-organized content gets pulled as complete answers

ChatGPT 5.2 Thinking Share

what is the best charter school in the denver area for my 10 year old

Thought for 39s >

If you want one “best overall” charter option in the broader Denver metro for a 10-year-old, a strong default pick is **Peak to Peak Charter School** (Boulder Valley SD area) — it’s currently ranked **#1 Best Charter Elementary School in the Denver Area** on Niche’s 2026 list. [Niche](#)

That said, “best” for a 10-year-old usually depends on **fit + commute** more than the ranking itself.

**Good Denver-area charter picks (based on current rankings)**

- **Peak to Peak Charter School** — #1 in Denver-area charter elementary rankings (K-12) [Niche](#)
- **Stargate Charter School** — #2 (K-12; often considered a strong option, especially for advanced learners) [Niche](#)
- **Cherry Creek Charter Academy** — #3 (K-8; strong student-teacher ratio listed at 15:1) [Niche](#)
- **STEM School Highlands Ranch** — #4 (K-12; STEM-focused environment) [Niche](#)
- **Littleton Academy** — #5 (K-8; smaller enrollment, 13:1 ratio listed) [Niche](#)

**If you mean closer to Denver proper**

The metro rankings include a lot of suburban schools. In/near Denver, people often look at:

- **Cherry Creek Charter Academy** (Cherry Creek area) [Niche](#)
- **Denver Language School** (DPS charter, K-8; language immersion focus) [Niche](#)
- **Downtown Denver Expeditionary School** (DPS charter, K-5; appears on the same Denver-area list) [Niche](#)

**My practical recommendation**

If you want a **single starting point**, tour these 3 first:

1. **Peak to Peak** (best-ranked overall metro choice) [Niche](#)
2. **Cherry Creek Charter Academy** (strong K-8 option closer for many Denver families) [Niche](#)
3. **Littleton Academy** (great if you want smaller feel / lower student-teacher ratio) [Niche](#)

What usually matters most for a 10-year-old:

- Class size / support level
- School culture and behavior expectations
- Commute time (this is huge)
- Whether they’re thriving with **STEM, language immersion**, or a more **traditional/core knowledge**



# How an AI Answer Is Constructed

- 1 Niche.com rating/review
- 2 Local news article
- 3 School website (FAQ or blog page)
- 4 Reddit thread or parent forum
- 5 LinkedIn post or social mention

*Your visibility ACROSS the ecosystem influences how AI represents you to parents.*

He plays soccer and loves math. He is currently in the gifted and talented program. We live in north denver.

Thought for 21s >

Given what you shared (loves math + currently in gifted/talented + north Denver), the **best-fit charter school to look at first is likely Stargate School (Thornton).**

#### Why Stargate is probably your top match

- It is a K–12 charter specifically for identified gifted students (not just a general school with a GT program). [stargateschool.org +2](#)
- Their model emphasizes **differentiation, enrichment, acceleration/compaction**, and support for gifted students' academic + social/emotional needs. [stargateschool.org +2](#)
- It's in **Thornton (north metro)**, which is usually a much more practical commute from north Denver than many "top ranked" Denver-metro charters farther south/west. (Location: Thornton per school listings.) [Niche +1](#)
- It's also consistently ranked highly in Denver-area charter lists (including Niche's metro charter rankings). [Niche +1](#)

#### Important catch (for Stargate)

Stargate admissions use a **Body of Evidence/application process for gifted learners**, and the admissions page notes application timelines (e.g., posted deadlines for school year applications).

[stargateschool.org +1](#)

#### Good backups (if Stargate isn't the right fit / lottery timing)

##### 1) Denver Language School (K–8, Denver)

- Strong charter option in Denver with a **Gifted & Talented program** listed and strong academic indicators in third-party school directories/reviews. [Colorado Depart... +3](#)
- Best if your family likes a **language-immersion environment** in addition to academics (it's not specifically a gifted-only school). [Colorado Depart... +1](#)

##### 2) Wyatt Academy (North Denver, K–5)

# The Earned Media Resurgence

## Key Stats

- ▶ 82-89% of AI citations come from earned media and third-party sources
- ▶ 25-27% of AI citations are specifically from journalistic sources
- ▶ 94% of all AI citations come from non-paid sources
- ▶ 92% of consumers place greater trust in earned media vs. paid media

## What This Means for Charter Schools

- ▶ Local media coverage directly influences AI search visibility
- ▶ Parent testimonials in news stories carry outsized weight
- ▶ Awards, rankings (Niche.com), and third-party recognition matter more than ever
- ▶ Coverage in The Denver Post, Colorado Sun, Chalkbeat has compounding value



Charter schools for gifted middle schooler in Denver ▾

Stargate sounds interesting. Are there any parent or student stories that would help me understand what it's like for a student there?

Synthesized collected narratives into comprehensive overview >

There's a pretty rich set of reviews out there. Here's what stands out across the parent and student voices — the good and the not-so-good — so you can get an honest picture:

**What families love most**

The theme that comes up again and again is that Stargate "gets" gifted kids in a way other schools don't. One parent with a 5-year track record said that the fact teachers and admin are trained to deal with the social and emotional needs exclusive to gifted kids makes a huge difference in the success of the students. [Movoto](#) That SEL component seems to be a real differentiator — it's not just about academics, it's about understanding the emotional intensity that often comes with giftedness.

Several long-tenured families describe a deep sense of community. One parent with four children over 13 years called the school "our home" and said from teachers to administration, they consider them family. [Movoto](#) They also noted that one of their children has a disability and the care they received to help that child succeed was "above and beyond."

A student who attended K-12 said that knowing the same people and having classes with them made it easy to collaborate, and the school felt more like a family. [Niche](#) That tight-knit quality seems especially strong since it's a K-12 school — kids who start there build long-running friendships.

On the academic pace, one parent with two graduates said college readiness is hands-down one of the school's best qualities, and their current high schooler chose not to transfer despite being very sports-inclined because of the school environment. [Niche](#) That last point is interesting for your son — a sports-oriented kid who stayed specifically because the overall culture was that compelling.

**What you should go in with eyes open about**

Sports are the most consistent "weakness" families mention. A student noted that arts, theater, and STEM clubs are well funded, but sports programs are smaller. [Niche](#) Soccer is offered, but it's not going to be at the level of a larger public school. Many families supplement with club sports outside of school.

A few parents flagged concerns about teacher quality and turnover in recent years. One parent said the school has struggled to hire strong teachers and has been filling some positions with subs and paraprofessionals. [Homes.com](#) This is worth asking about directly

# Generative Engine Optimization – How to Be Seen

## SEO Search Engine Optimization

Goal: Appear as high as possible in search results  
Tactics: Keywords, technical optimization, backlinks, site speed  
Metric: Rankings, organic traffic, click-through rate  
Focus: Your website

vs

## GEO Generative Engine Optimization

Goal: Be the source AI tools reference when answering questions  
Tactics: Third-party mentions, structured content, freshness, authority signals  
Metric: AI citations, brand mentions, referral traffic from AI  
Focus: The entire internet ecosystem

## GEO Tactics for Charter Schools

- ▶ Ensure FAQ pages directly answer common parent questions
- ▶ Pursue earned media that positions your school as an authority
- ▶ Keep content fresh – pages updated within 2 months earn 28% more citations
- ▶ Include statistics, data points, and expert quotes in your content
- ▶ Build presence on platforms AI tools crawl: Niche.com, GreatSchools, local news



# Social Search — Where Parents Are Looking

**TikTok** 49% use as search engine | Authentic, lo-fi video from real students/parents

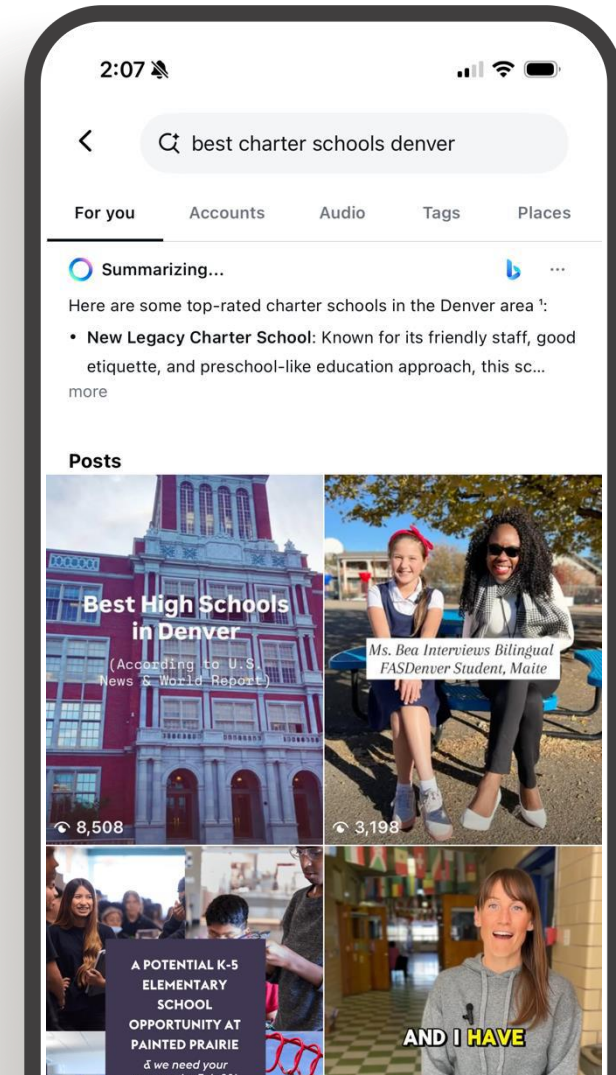
**Instagram** Google indexes posts in search | Keyword-rich captions, location tags

**YouTube** 92% of Gen Z monthly | School tours, parent testimonials, event recaps

**Reddit** Unique audience (45% not on IG, 69% not on LinkedIn) | Authentic engagement


**Facebook Groups** Parent communities | Encourage current parents to share positive experiences

**Niche.com / GreatSchools** 93K+ schools rated, 3M reviews | Claim profile, encourage reviews



# Social Search — Charter School Examples

2:07



**denverilove** Follow

Denver kids are BACK in school this week 🎉 ... but do you know which high school is ranked #1? 🤔 (Spoiler: it's not the one you think!)

🥁 Drum roll please...the top 12 schools in the Denver area according to U.S. News & World Report:


The #1 high school in Denver Public Schools is Denver School of the Arts — woot Siberian Tigers! 🐯🐯🐯🐯

Top 12 Denver Area High Schools Ranked @usnews

1. D'Evelyn Junior / Senior HS - Jefferson County Schools
2. Stargate Charter School - Adams 12 5 Star Schools
3. Denver School of the Arts - Denver Public Schools
4. STEM School Highlands Ranch - Douglas County
5. DSST - Cedar - Denver Public Schools
6. Evergreen High School - Jefferson County
7. Prospect Ridge Academy - Adams 12 5 Star Schools
8. Legacy High School - Adams 12 5 Star Schools

What do you think of this? GIF

2:08



**fasdenver** Follow

At the French American School of Denver, we're continually amazed by the language skills our students develop! Today, our School Director, Ms. Sandra Bea, sat down with Maite, one of our incredible fifth graders. Maite speaks three languages fluently: Spanish as her native language, English (mastered over the last three years), and French (learned in just two years!).


The ability to learn multiple languages at a young age not only builds confidence but also enhances cognitive skills, cultural understanding, and global opportunities. At FASDenver, we're proud to provide a nurturing environment where multilingualism thrives.

Learning languages, building futures!

#dpspschool #denverfamilies #denverkids #denverpublicschools #frenchimmersionschool #frenchstudent #frencheducation #francophile #francophile #immersionschool #frenchamerican #bilingualkids #bilingualeducation #denvercharterschools #denvercharterschool #frenchlanguage #frenchlanguage #frenchimmersionkids #frenchlanguagelearning #denverparents

Add a comment for fasdenver GIF

2:08



**paintedprairieco** Follow

Denver School of Science and Technology (DSST Public Schools) is exploring the possibility of opening a K-5 elementary school at Painted Prairie—on the community's dedicated school site in the northeast corner of the community.

If approved, this tuition-free public charter school would:

- Prioritize enrollment for Painted Prairie families
- Function like a neighborhood school
- Support long-term educational pathways in the area

Now, community support matters.


Painted Prairie residents and nearby neighbors are encouraged to submit an email/letter of support by February 28, 2026.

For specific details on how to support, visit our latest blog post at link in bio — look for "Potential K-5 Elementary School at Painted Prairie."

#PaintedPrairieCO #LifeAtPaintedPrairie #AuroraCO...

Start the conversation... GIF

2:08



**fasdenver** Follow

Check out our latest video featuring Laura Landgreen—a dedicated teacher and proud parent at FASD! Laura shares the amazing benefits her children have experienced at our school, highlighting our nurturing bilingual environment that inspires both learning and community.

Denver families, if you're looking for a school where your child can truly thrive, we invite you to discover the French American School of Denver for yourself. Learn more about our unique program and schedule a tour today!

#bilingualkids #frenchamerican #dpspschool...

January 31, 2025

French American School of Denver

About comments on this reel

kalarvic 52w · by author

What do you think of this? GIF



# Content Strategy Across Platforms

## The “One Topic, Many Platforms” Approach

Example: “What makes our STEM program unique?”

- ▶ Website: Detailed FAQ / blog post structured for AI crawling
- ▶ Earned Media: Pitch local media on a feature about your STEM approach
- ▶ LinkedIn: Professional post from school leadership with data
- ▶ TikTok/Instagram: 60-second video of students on a STEM project
- ▶ Reddit: Authentic comment from a parent or staff member
- ▶ Niche.com: Ensure your profile highlights STEM as a key program

## Key Principles

- ▶ Start with messaging and parent questions, then build platform-specific content
- ▶ Focus on staying power over instant virality
- ▶ Utilize current parents as ambassadors



# Tracking & Measuring Visibility

## What to Measure

- ▶ Website analytics: Traffic sources (especially AI referrals), engagement, application starts
- ▶ Search visibility: Keyword rankings, AI Overview appearances, GB impressions
- ▶ Social metrics: Search rankings, referral traffic, platform impressions
- ▶ AI visibility: How you appear in ChatGPT, Perplexity, Gemini for key queries

## Tools & Approach

- ▶ Google Analytics remains important but it's now one piece of the puzzle
- ▶ Build a simple dashboard aggregating visibility across platforms
- ▶ Track AI referral traffic separately (chatgpt.com, perplexity.ai in referral sources)
- ▶ Monitor Niche.com and GreatSchools profiles monthly

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



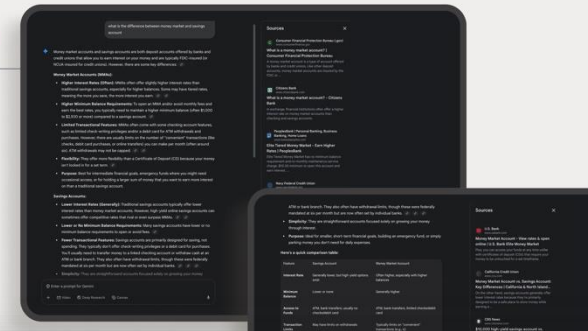
# The Answer Engine Assessment

## Understanding to Optimization

- ▶ Setting a baseline to measure against
- ▶ Visibility scores to understand performance
- ▶ Competitive analysis for context
- ▶ Content identification to see what works
- ▶ Marketing plan to deliver results

### 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 informational. Banks and/or credit unions are cited within sources. Some sources create website or blog content that highlights 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



ANSWER ENGINE VISIBILITY



# Quick Wins — Operational & Measurement

## Operational

- ▶ Claim and complete your Google Business Profile — hours, photos, description, categories
- ▶ Claim profiles on Niche.com and GreatSchools and ensure accuracy
- ▶ Check your website's robots.txt — make sure AI crawlers aren't blocked
- ▶ Ensure your website has a comprehensive, well-structured FAQ page
- ▶ Verify your school appears correctly in mobile search results

## Measurement

- ▶ Search for your school on ChatGPT, Perplexity, and Google and document results
- ▶ Take baselines of current visibility across all platforms
- ▶ Set up a simple tracking document to monitor quarterly
- ▶ Check Google Analytics for AI referral traffic (chatgpt.com, perplexity.ai)
- ▶ Review Niche.com and GreatSchools profiles — are ratings current and accurate?



# Quick Wins — Content & Strategy

## Content

- ▶ Identify the top 5 questions prospective parents ask about your school
- ▶ Create or update FAQ content that directly answers those questions
- ▶ Ask current parents to leave reviews on Niche.com and Google
- ▶ Create a plan to develop authentic short-form video (student testimonial, campus tour)
- ▶ Repurpose your strongest website content for LinkedIn and social platforms

## Strategy

- ▶ Develop a proactive content plan addressing parent questions across all platforms
- ▶ Build a parent ambassador program for authentic content and reviews
- ▶ Pursue local earned media — Chalkbeat Colorado, Colorado Sun, Westword
- ▶ *Assign someone on your team to own the Answer Engine strategy*



*Q&A*



**“  
Your  
feedback  
helps us all  
move forward  
together**



**Colorado League of  
Charter Schools**



Each time you take the survey you can enter to win prizes