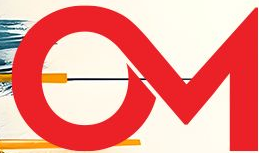


The Beauty
School Summit
2026 SMARTER SCHOOLS

the search
EVERYWHERE
PARADIGM

WHY TRADITIONAL **SEO** IS
NO LONGER ENOUGH TO FILL

your classrooms



What percent
of **your website
traffic** comes
from AI?



LIKELY LESS THAN 1%



The AI Traffic Theft (The Problem)

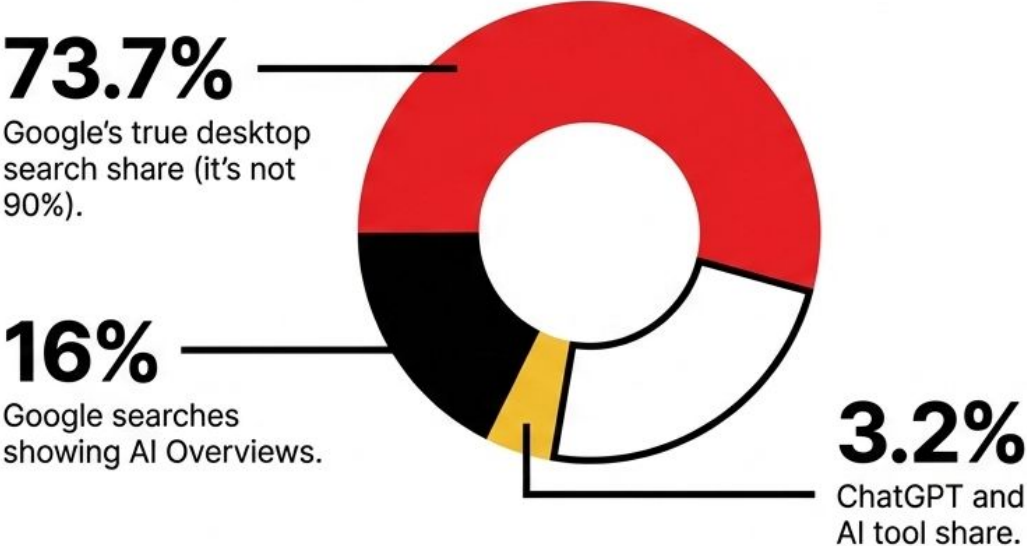
The Reality of AI Overviews:
How is AI affecting your SEO
website traffic? Many
searchers are now getting
the info they seek directly
from AI, such as the AI
Overviews at the top of
Google or platforms like
ChatGPT.



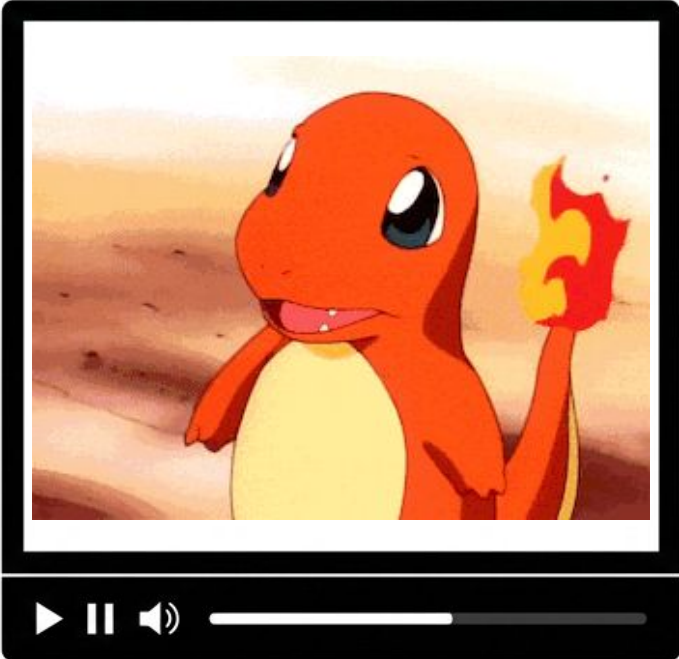
The Impact: Experts predict
sites will lose 25% of their
organic traffic to these AI-
powered platforms. Because
AI provides the answers
directly on the results
page, 60% of searches now
result in “Zero Clicks.”



Myth: Google is dead. Reality: Google is evolving, and everyone else is catching up.



Key Insight: Amazon, Bing, and YouTube receive more desktop search activity than ChatGPT. Search is a behavior, not a single channel.



Traditional SEO

Primary Goal: Drive qualified traffic from Google

Tactics: Keywords, backlinks, technical fixes

Metrics: Rankings, impressions, CTR



Search Everywhere

Primary Goal: Build brand authority across all digital touchpoints.

Tactics: Platform-native content, omnichannel strategy, AI optimization.

Metrics: Engagement rate, LLM citations, reviews, share of voice.

The modern enrollment journey doesn't happen in one place.

7+ Platforms.

The average number of platforms a prospect engages with daily.

4+ Hours.

Daily time spent across search surfaces.

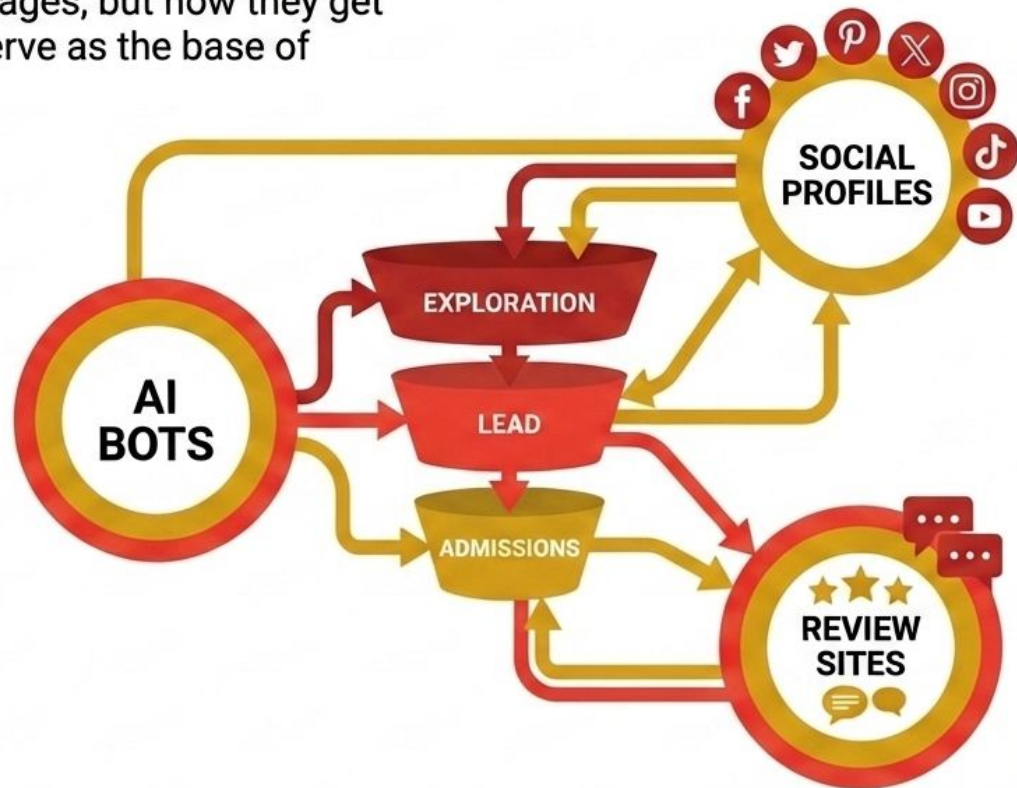
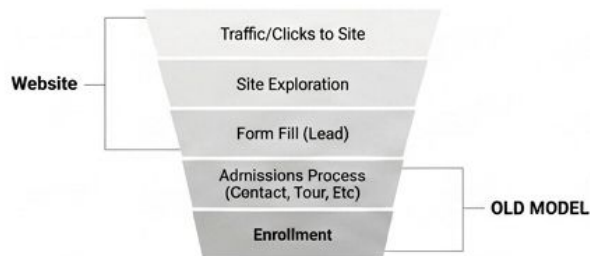


I'm going on an adventure!

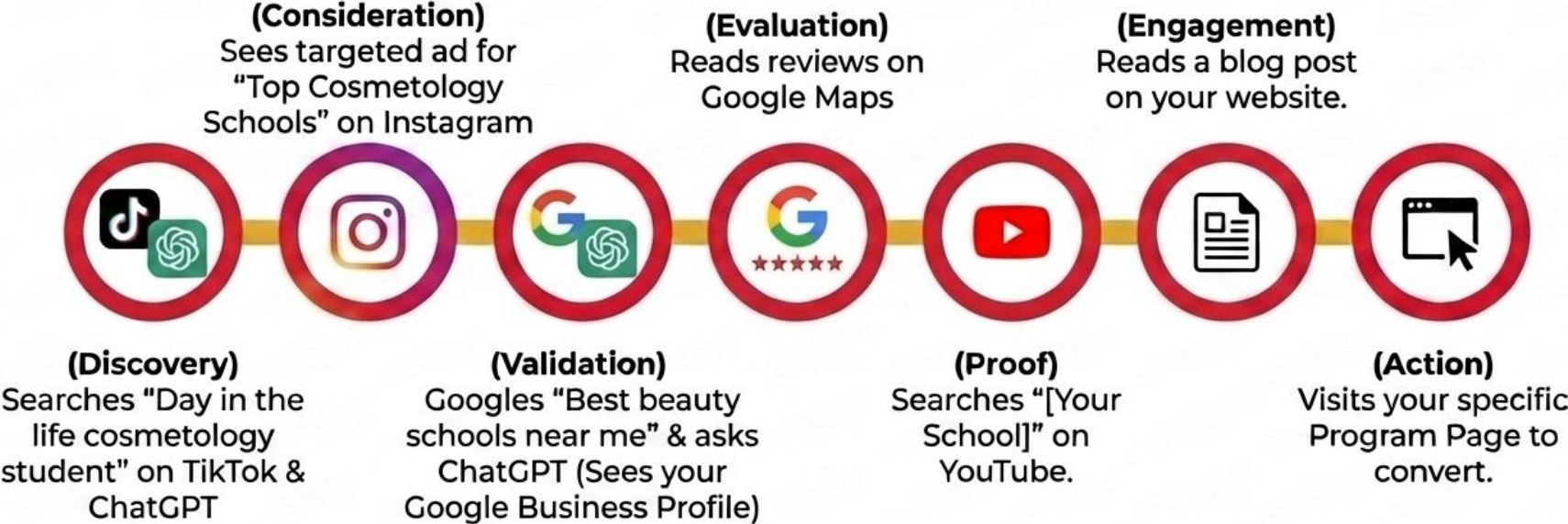
A \$15,000 tuition decision isn't made from a single Google search. They are checking multiple platforms to reduce risk before enrolling.

The Funnel Has Changed.

Most conversions happen on your program pages, but how they get there varies greatly. Your website needs to serve as the base of your operations.



Play 1: Map the Multi-Touchpoint Student Journey



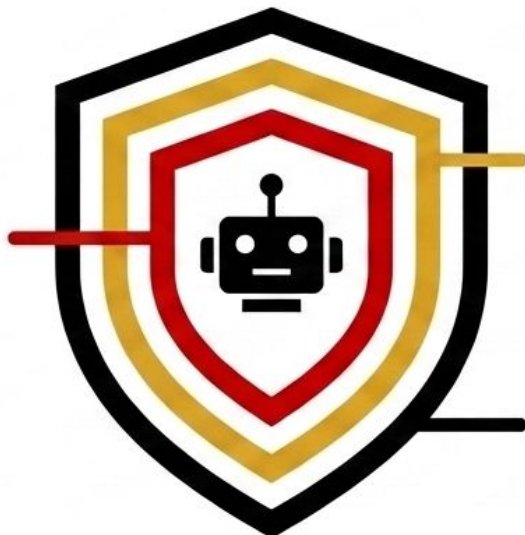
Takeaway: If you miss one node, you lose the enrollment to a competitor who showed up.

Play 2: Countering Zero-Click Searches

AI Overviews and tools like ChatGPT mean users often don't need to click your link. How do you win?

The Zero-Click Defense Shield

Atomic Answers:
Format your content so AI cites you as the definitive source. Provide the best answers.



Review Overwhelm:
When users don't click, they look at star ratings. Dominate Google Business Profile reviews.

Brand GEO: Optimize for '[Your Brand] alternatives' to control the narrative before AI decides your fate.



Entity-Rich Reviews are AI Fuel

The Old Way ★★★★★

Great school, loved it!

(Invisible to algorithms)

The New Way ★★★★★

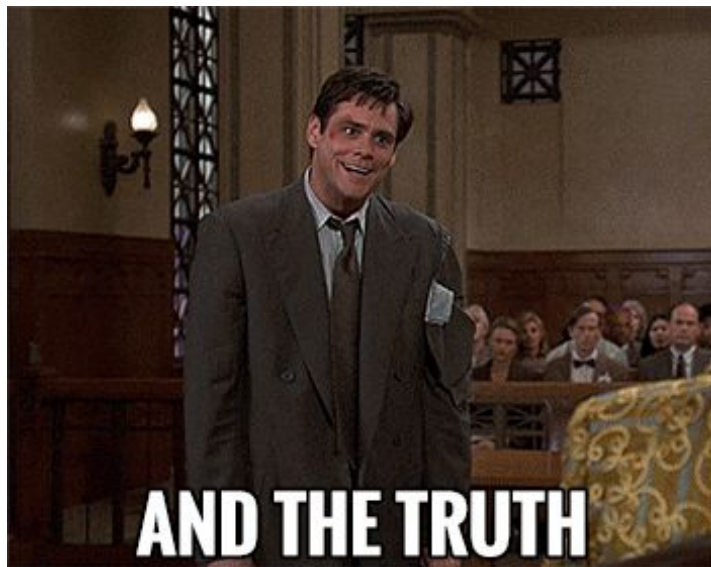
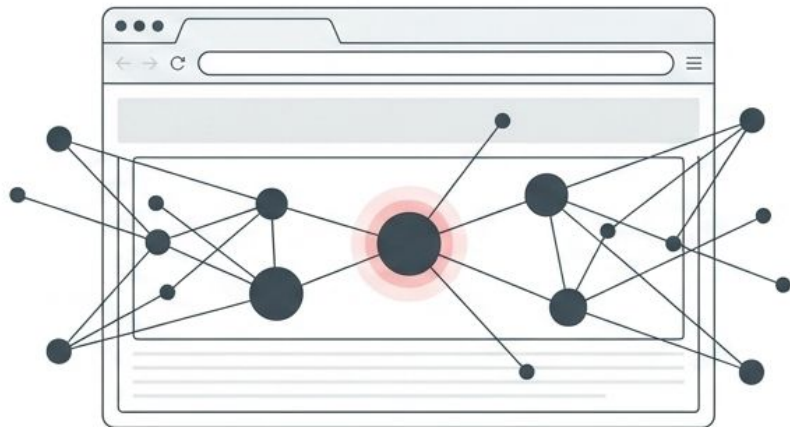
The **Esthetics Program** at **[School Name]** with **Instructor Sarah** prepared me perfectly for my **State Board Exam**.

The “Why”:

These “entities” (programs, names, exams) act as LLM seeding.

You are training AI models on exactly what you want to be known for before a prospective student even asks.

Owning Your Truth Anchors



Your website is the ultimate Truth Anchor. You must project **E-E-A-T** (Experience, Expertise, Authoritativeness, Trustworthiness).

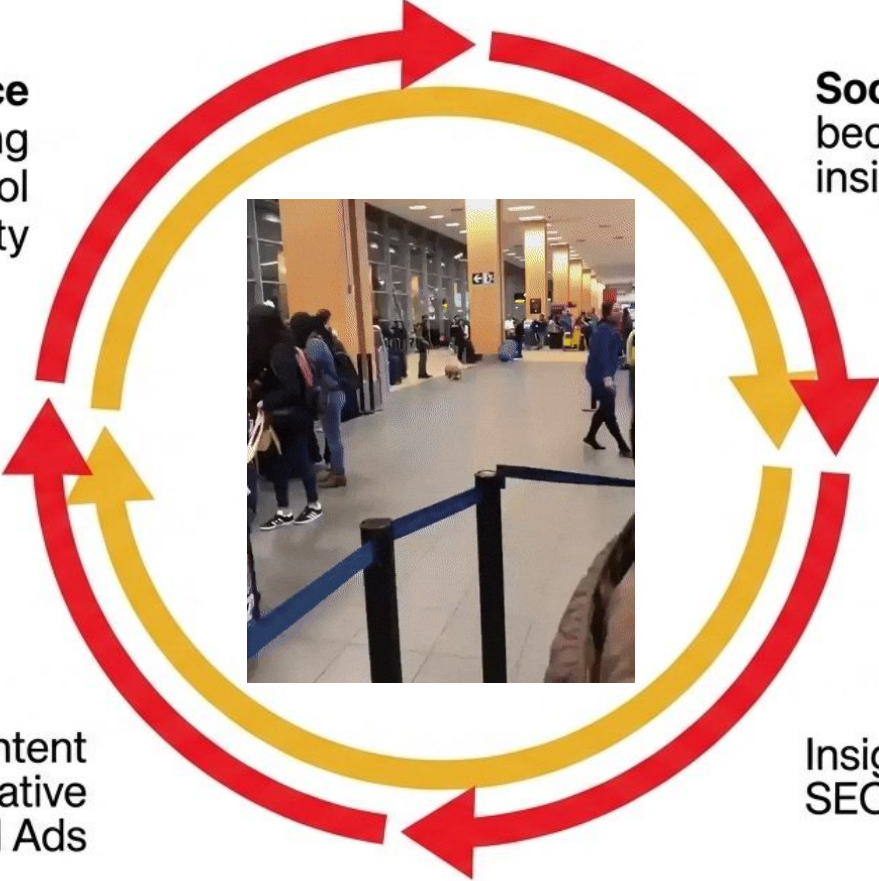
Leaked Google models now score your **"contentEffort"**. Helpful, reliable, people-first content wins the algorithm.



Play 3: The Video, Social, and AI Flywheel

Multi-platform presence
 "seeds" the LLMs, forcing
 AI to cite your school
 as default authority

Social comments
 become audience
 insights



Top organic content
 becomes tested creative
 for Paid Ads

Insights drive long-tail
 SEO content

Amplifying with Video & Social Ads



- **Repurpose Ruthlessly:** Turn high-performing blog posts that answer student questions into TikToks, Instagram Reels, and YouTube Shorts.
- **Invest in Social Ads:** Once a piece of content starts gaining organic traction, capitalize on it by putting a bit of money behind it to target your local demographic.
- **The ROI:** Blending social ads and PPC ensures you capture leads across all touchpoints, replacing the top-of-funnel traffic you might be losing to AI Overviews.



How do we
budget our
time and
money to be
EVERYWHERE?



70%

20%

10%

THE 70-20-10 RULE

70% — Proven SEO & Search Ads.

20% — Social & Video Search.

10% — AI & Emerging Experiments.

*The Beauty
School Summit*
2026 SMARTER SCHOOLS

build a smarter SCHOOL TODAY

STOP TREATING YOUR DIGITAL
STRATEGY AS ISOLATED SILOS.
COMBINE SEO, CONTENT, AND
PAID MEDIA TO CAPTURE
VISIBILITY EVERYWHERE.

schedule your x-ray audit

Share your biggest marketing challenges
and let Oozle build your custom OmniSEO
discovery deck.

