

4.6× Share of Voice for a Graduate Program — Plus a Third More Top-3 Rankings

How a university's graduate programs went from an 8.8% to a 40.7% share of voice in AI answers while their Google top-3 rankings grew 34%.

4.6×

SHARE OF VOICE IN AI ANSWERS
— 8.8% → 40.7%

+34%

TOP-3 GOOGLE KEYWORDS — 93
→ 125 (AHREFS)

3.8×

AI SEARCH VISIBILITY — 1.0% →
3.8%

THE CLIENT

Graduate programs in sustainability at a private liberal arts college, competing for prospective students against much larger universities. Applicants increasingly research degrees by asking AI assistants to compare programs, outcomes, and career paths.

THE CHALLENGE

- An 8.8% share of voice at the first audit — big-name universities dominated AI answers about the field
- Only 1% AI visibility across the broader set of prospective-student questions
- Program pages on a dedicated subdomain that neither AI engines nor Google were fully crediting

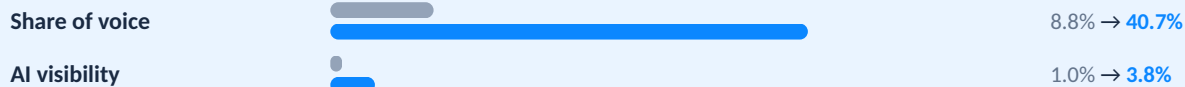
WHAT VISTO DID

Eight months of GEO + SEO optimization across 29 audit cycles: program, outcomes, and career content restructured around prospective-student questions, building the authority signals both AI engines and Google reward.

RESULTS

- **Share of voice:** 8.8% → 40.7% — 4.6×, from bit player to a leading voice against larger universities
- **Google rankings:** top-3 keywords on the programs' subdomain up 34%, 93 → 125 (Ahrefs)
- **AI visibility:** 1.0% → 3.8% of all tracked prospective-student prompts
- **Steady build:** both curves climbed across 29 consecutive audit cycles

AI SEARCH: BEFORE → AFTER (FIRST AUDIT VS. LATEST)



Gray = first audit · Blue = latest audit · Source: Visto GEO audits

THE SEO PICTURE — PROGRAM-LEVEL RANKINGS CLIMBED

Keywords ranking in Google's top 3 — 93 → 125 (+34%)

Monthly, Dec 2025 – Jul 2026 · Source: Ahrefs, measured on the programs' dedicated subdomain



WHY AI SEARCH MATTERS HERE

Higher-ed decisions are comparison-shopped across months, and AI assistants now assemble those comparisons. A smaller institution that structures its story well can out-place bigger names in AI answers — and because the work lives on a dedicated program subdomain, every ranking gain here is attributable to it.

HOW IT WORKS

1

Audit

Visto queries AI engines with the real prompts buyers use and measures visibility, share of voice, and citations — alongside classic search rankings.

2

Optimize

Visto's AI agents generate and apply the fixes: content structured for AI citation, coverage of buyer questions, and on-page SEO — one system for both.

3

Compound

Every cycle re-measures and builds on the last. Managed by the client's marketing agency on the Visto platform.

GEO measured by Visto audits: 29 audits over 239 days (Dec 5, 2025 – Aug 1, 2026). SEO figures from Ahrefs on the programs' dedicated subdomain, Dec 2025 vs. Jul 2026 (latest full month). Client anonymized.