

# Highlighting AI Visibility Opportunities for Academic Tourism Company

## KEY RESULTS



### #4

Position in Google AI Mode for a targeted, non-branded search term (improvement from 0% visibility a week prior)



### 50%

Increase in brand mentions for educational travel-related questions in Perplexity (week over week)



### #3

Position in Google search for prioritized site-wide keyword (improvement from 0 ranking a week prior)



Academic Experiences Abroad

Academic Experiences Abroad (AEA) provides educational tourism in locations around the world. With a focus on custom services for universities, AEA specializes in faculty-led programs, working holidays, homestays, and other immersive travel that makes a positive impact. Learn more at [aeastudyabroad.com](https://aeastudyabroad.com).

## CHALLENGES

When Academic Experiences Abroad (AEA) received its first lead from ChatGPT in 2025, the tourism company was eager to learn more about how AI search engines could play a role in marketing. But without LLM visibility reporting in place, AEA had no way to measure how its brand was showing up in questions related to educational travel.

## SOLUTIONS

On Marketing performed an initial assessment to give AEA a baseline for brand visibility, which included:

- A report showing AEA's visibility vs. competitors in ChatGPT, Google AI Mode, Perplexity, and other AI answer engines
- A list of prioritized keywords, topic clusters, semantic keywords, and questions to help optimize for both traditional and AI search
- An llms.txt file to make it easy for LLM crawlers to find and understand the content on AEA's site
- Guidance on how to use schema markup to identify FAQs and how-to content
- Recommendations organized by immediate, mid-term, and long-term actions

On Marketing also set up weekly monitoring for target questions to measure the impact of AEA's answer engine optimization programs. In just the first week after assessment, AEA started to see an increase in visibility for both AI search queries and SEO keywords.

“ On Marketing has been super helpful in improving our online visibility. They outlined a very clear path with tangible improvements to make. Once we started to make the improvements, our search rankings went up. Very happy with the results we have seen so far. ”

—Sam Brier, Founder and Director,  
Academic Experiences Abroad