acreline | studio

ADMISSIONS AI VISIBILITY REVIEW · SAMPLE REPORT

School X Toronto

Lower School (ages 5–11). How AI assistants describe the school to families, the sources behind those answers, and the page changes we recommend.

SCHOOL	School X (fictional)
CAMPUS / SECTION	Toronto · Lower School (ages 5–11)
CURRICULUM	Ontario curriculum with a dedicated Lower School STEM programme
AI PLATFORMS	ChatGPT, Gemini, Claude, Perplexity (agreed with the school)
SCOPE	10 parent questions · 4 AI platforms · 5 admissions pages

Sample report – fictional school, illustrative findings, not live AI results.
School X does not exist. Every question, observation and recommendation in this document is an example of our report format, not the result of a live AI search.

What we tested, and how

Families researching Lower School places in Toronto can now start their research with a conversational question to an AI assistant. This review records how AI assistants answer the questions School X's admissions team agreed with us, and whether the school's own pages give those assistants clear, accurate material to work with.

5 discovery questions

Questions where the school is not named.

- ✓ Which independent schools in Toronto have a strong Lower School STEM programme?
- ✓ What are the best private elementary schools in midtown Toronto?
- ✓ Which Toronto independent schools offer JK entry with before- and after-school care?
- ✓ Independent schools in Toronto with small class sizes for ages 5–11?
- ✓ When do applications open for private elementary schools in Toronto?

5 named-school questions

Questions that name School X directly.

- ✓ What STEM facilities does School X offer Lower School students?
- ✓ How do I book a tour of School X's Lower School?
- ✓ What does School X charge for Grade 1 tuition?
- ✓ Does School X offer financial aid for the Lower School?
- ✓ What is the entry process for JK at School X?

5 admissions pages reviewed

- ✓ Lower School overview
- ✓ Admissions process and key dates
- ✓ Tuition and financial assistance
- ✓ Visit us / open house
- ✓ STEM and innovation programme

How each answer is recorded

- ✓ Platform, date and search conditions
- ✓ Whether the school is mentioned
- ✓ Whether key facts are accurate
- ✓ Whether an official school page is cited
- ✓ Whether the family gets a usable next step

What the assistants said

One row per question and platform tested. The full log in a client report includes the complete answer text, cited sources and screenshots for every row. The extract below shows the format.

#	Question	Platform	School mentioned	Facts accurate	Official page cited	Observation
01	Which independent schools in Toronto have a strong Lower School STEM programme?	ChatGPT	No	Partial	No	School X not listed; answer draws on a third-party school directory.
02	Which independent schools in Toronto have a strong Lower School STEM programme?	Perplexity	Yes	Partial	Yes	Mentioned; cites STEM page, but grade range for the lab is unclear.
03	What STEM facilities does School X offer Lower School students?	Gemini	Yes	Partial	No	Describes the lab from a news article; no grades or visiting information.
04	How do I book a tour of School X's Lower School?	Claude	Yes	Partial	No	Generic advice to "contact the school"; no link to the visit page.
05	What does School X charge for Grade 1 tuition?	ChatGPT	Yes	No	No	Quotes an older academic year's figure from a directory listing.
06	Does School X offer financial aid for the Lower School?	Perplexity	Yes	Yes	Yes	Accurate summary; cites the tuition and assistance page.
07	What is the entry process for JK at School X?	Gemini	Yes	Partial	Yes	Steps listed, but application deadline not stated.
08	When do applications open for private elementary schools in Toronto?	Claude	No	Partial	No	General timeline; no school-specific dates cited.

Illustrative entries for a fictional school. AI answers vary between platforms, sessions and over time; a real log records the date and conditions of every observation.

What the evidence shows

Discovery questions rarely reach School X

In the example log, School X appears in one of the discovery answers shown. Where it is missing, assistants lean on third-party directories that describe the Lower School in a single line and do not mention the STEM programme.

The STEM lab is known, but not explained

Assistants that mention the lab cannot say which grades use it or what students do there, because no admissions page states this clearly. The most detailed description comes from an external article.

Tuition answers use out-of-date figures

When the official tuition page does not name the academic year, assistants fall back on directory listings that may show an older figure. This creates a risk of families seeing the wrong fee.

Families are not given a clear next step

Answers about visiting the Lower School rarely link to the visit page or name an upcoming open house, so a family who is ready to act has to search again.

Three changes we recommend first

PRIORITY 1 · VISIT US / OPEN HOUSE

01

Add a “Lower School STEM” section to the visit page

Gives assistants one official, specific source for the lab, the grades that use it, and how to see it.

> “The Lower School STEM lab is used by students from JK to Grade 5 for weekly hands-on design and coding sessions. Families can see the lab during any Lower School tour. Book a visit with our admissions team.”

PRIORITY 2 · TUITION AND FINANCIAL ASSISTANCE

02

Label tuition with the academic year

Removes ambiguity so assistants cite the current figure from the school rather than an older directory listing.

> “Tuition for the [academic year] school year, JK to Grade 5: [amount]. Financial assistance is available; applications are reviewed alongside admission.”

PRIORITY 3 · ADMISSIONS PROCESS AND KEY DATES

03

Publish key JK entry dates in plain text

Lets assistants give families a concrete date and next step instead of a generic timeline.

> “Applications for JK entry in [year] open on [date] and close on [date]. Lower School tours run every [day] from [month]. Start your application or book a tour below.”

Checking what changed

After the admissions team publishes the agreed changes, we repeat the same questions on the same platforms and record the results in the same format, so the before and after can be compared line by line.

1. Confirm the three changes are live and indexed.
2. Repeat all 10 questions on ChatGPT, Gemini, Claude and Perplexity under the same conditions.
3. Compare mentions, accuracy, citations and next steps against this baseline.
4. Share a short before-and-after summary with the admissions team.

What you receive in a full review

- ✓ A dated evidence log covering all 10 questions on every agreed platform
- ✓ Findings on mentions, accuracy, citations and next steps
- ✓ 3 prioritised fixes with page links and suggested wording
- ✓ A live walkthrough with your admissions team
- ✓ Optional implementation support and a matched retest, quoted separately

AI answers vary, and no review can guarantee rankings, AI placements, enquiries or enrolments. We document what we observe and recommend evidence-led improvements.

Acreline Studio · hello@acrelinestudio.com · acrelinestudio.com