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ADMISSIONS AI VISIBILITY REVIEW · SAMPLE REPORT

School Y Dubai

Secondary (ages 11–18). How AI assistants describe the school to families, the sources behind those answers, and the page changes we recommend.

SCHOOL	School Y (fictional)
CAMPUS / SECTION	Dubai · Secondary (ages 11–18)
CURRICULUM	British curriculum (GCSE) followed by the IB Diploma Programme in Years 12–13
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 Y 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 Secondary places in Dubai can now start their research with a conversational question to an AI assistant. This review records how AI assistants answer the questions School Y'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 international schools in Dubai offer the IB Diploma for ages 16–18?
- ✓ Best British curriculum secondary schools in Dubai for GCSEs?
- ✓ Dubai schools that offer both GCSE and IB Diploma pathways?
- ✓ Which Dubai secondary schools offer scholarships for Year 7 entry?
- ✓ How do I apply to a secondary school in Dubai mid-year?

5 named-school questions

Questions that name School Y directly.

- ✓ Does School Y offer the IB Diploma Programme?
- ✓ What are School Y’s secondary school fees?
- ✓ What is the Year 7 entrance assessment at School Y?
- ✓ Does School Y have places available for Year 10?
- ✓ What university destinations do School Y students go on to?

5 admissions pages reviewed

- ✓ Secondary school overview
- ✓ Curriculum pathways: GCSE and IB Diploma
- ✓ Fees and scholarships
- ✓ Admissions and assessments
- ✓ Sixth form / university guidance

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 international schools in Dubai offer the IB Diploma for ages 16–18?	Gemini	No	Partial	No	School Y not listed; answer focuses on schools with dedicated IB pages.
02	Dubai schools that offer both GCSE and IB Diploma pathways?	Perplexity	Yes	Partial	Yes	Mentioned; cites curriculum page but describes the school as GCSE-only.
03	Does School Y offer the IB Diploma Programme?	ChatGPT	Yes	Partial	No	Confirms IB but says it starts in Year 11; the school's pathway starts in Year 12.
04	What are School Y's secondary school fees?	Claude	Yes	No	No	Gives a single figure for all year groups; official fees vary by year.
05	What is the Year 7 entrance assessment at School Y?	Perplexity	Yes	Yes	Yes	Accurate; cites the admissions and assessments page.
06	Does School Y have places available for Year 10?	Gemini	Yes	Partial	No	Suggests contacting the school; no link to the enquiry or waiting-list page.
07	What university destinations do School Y students go on to?	ChatGPT	Yes	Partial	No	General statement; no official university guidance page cited.
08	Which Dubai secondary schools offer scholarships for Year 7 entry?	Claude	No	Partial	No	School Y's scholarship not mentioned.

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

The dual GCSE and IB pathway is not clear to assistants

School Y's main selling point, a British curriculum to GCSE followed by the IB Diploma, is described inconsistently. In the example log, one answer calls the school GCSE-only and another places the start of the IB Diploma a year early.

Fees are summarised as a single number

Because the fees page presents year groups in an image table, assistants appear to fall back on a single figure from elsewhere. Families comparing schools may see an inaccurate fee.

Scholarships are invisible in discovery answers

School Y's Year 7 scholarship is described only inside a downloadable brochure, so it does not appear when families ask which schools offer scholarships.

Mid-year families lack a next step

Questions about places for Year 10 and mid-year entry receive generic advice. There is no plain-text statement of how to check availability or join a waiting list.

Three changes we recommend first

PRIORITY 1 · CURRICULUM PATHWAYS: GCSE AND IB DIPLOMA

01

Add a plain-text pathway summary to the curriculum page

Gives assistants an unambiguous, official description of the school's main differentiator.

> "School Y follows the British curriculum from Year 7 to Year 11, with students sitting GCSEs at the end of Year 11. In Years 12 and 13, students study the IB Diploma Programme."

PRIORITY 2 · FEES AND SCHOLARSHIPS

02

Publish fees by year group as text, not an image

Lets assistants quote accurate, year-specific fees from the school's own page.

> "Annual tuition fees for [academic year]: Year 7–9 [amount] · Year 10–11 [amount] · Year 12–13 (IB Diploma) [amount]."

PRIORITY 3 · ADMISSIONS AND ASSESSMENTS

03

Move scholarship details onto the admissions page

Makes the scholarship discoverable when families ask which schools offer one.

> "School Y offers academic and music scholarships for Year 7 entry. Applicants are considered as part of the entrance assessment. Contact admissions for this year's dates."

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.

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