



Marketing Beyond Borders: Connecting Schools to Global Families

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**Who here has
children between 3
and 12 years old?**



**Keep your hand
up if you remember
choosing their school**

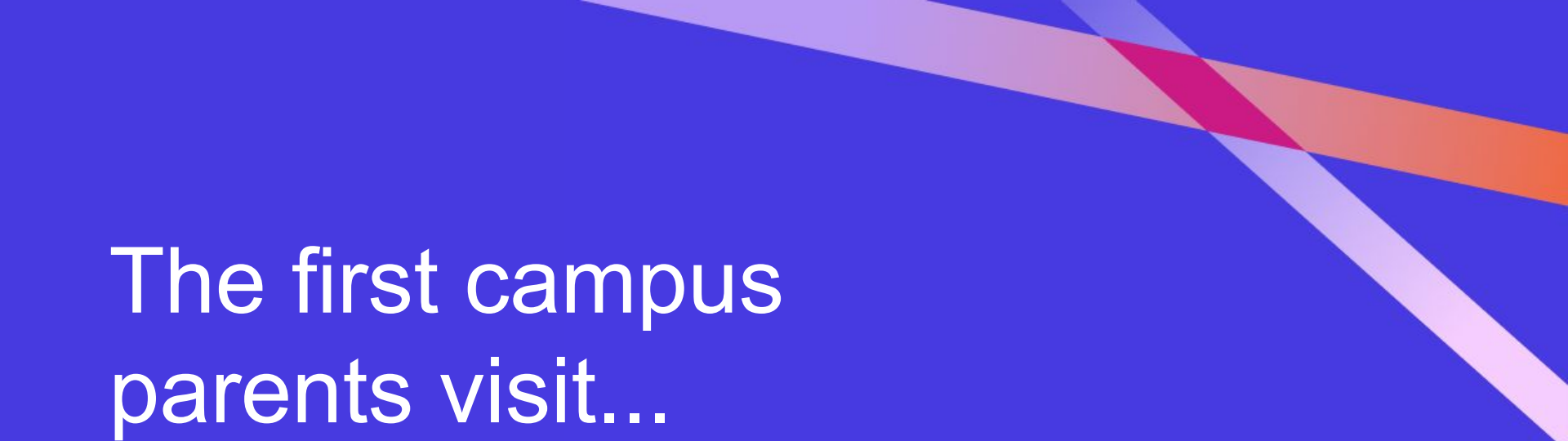
How well informed were you before making this choice?

You chose the
school you
work for

Word of mouth
(other parents,
alumni,
reputation, ...)

Articles,
rankings, flyer,
...

School's
Website?



The first campus
parents visit...

is your website



The world is moving. Is your school in the picture?

76% of parents research schools online before ever stepping foot on campus.
The question isn't whether families are searching for you.
It's whether they can find you - and understand what they find.



Parents don't choose schools. They feel them.

K-12 is not transactional - it's emotional.
Parents choose, parents pay, **parents worry.**



Trust beats persuasion. Every. Single. Time.

The question is: does your digital presence build trust - or kill it?

Are you actively targeting international students?

Yes - strategically

Yes - opportunistically

Not yet

We say we are 😅

How successful would you say your school is towards international students recruitment?

Great

Average

Not good at all 😓

What would you say is your biggest barrier to connecting your school to Global Families?

Visibility / SEO

Trust

Budget

Internal resistance

Language

Competition



Search has changed.

Forever. And most schools haven't noticed.

The Global Reality

6M+

Students abroad

Studying outside their home country
globally (UNESCO)

6–8%

Annual growth

International private education
market expansion rate

70%+

Online research

Parents who start their school
search digitally

You are no longer competing locally. Parents now compare your school to institutions in Dubai, Singapore, Geneva, and Boston—all from their mobile devices.



Why?

There's a 327% difference...

Google AI Overviews: the new gatekeepers

Before
Parent Googles: "best international school London" → Gets 10 blue links



Now
Google AI Overview appears FIRST → Summarizes 3-5 sources → Parent never scrolls further

Same shift is happening on ChatGPT, Gemini, Perplexity - everywhere parents search.

Consequence:
If AI can't cite you,
parents can't find you.

The game just changed

Yesterday

SEO

Search Engine Optimization

Goal: rank on Google page 1

Parents scroll through 10 blue links

You compete for position

Today

SEO + GEO

Generative Engine Optimization

Goal: get cited by AI AND rank on Google page 1

Parents ask "best school in London?"
to ChatGPT, Gemini, Perplexity, ...

Your school gets named - or it doesn't

Citation matters more than ranking. - Weglot GEO study, 1.3M citations



Parents search in their own language.

An Arabic-speaking family in Dubai doesn't Google "best school London" in English.

Are you AI-curious or AI-cautious?

Curious 🔍

Cautious 🛡️

Overwhelmed 🤔

Pretending it doesn't exist 🙄

**Untranslated
= Invisible**



The data is in.

You're not going to like the results.

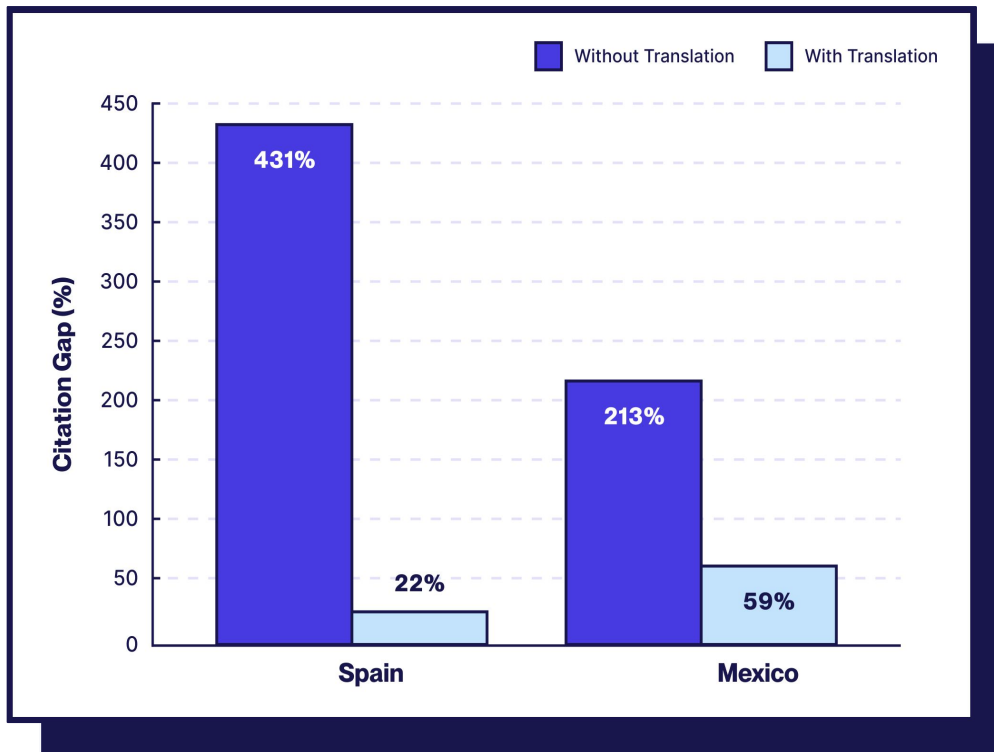


1.3M

citations analyzed

The largest study on the impact of language on AI search visibility

Untranslated vs. Translated



431%

gap in visibility for non
translated sites

+327%

boost in visibility thanks to
language

Overall boost for translated sites

+24%

total citations per
prompt

+33%

English citations

+16%

Spanish citations

Source: Weglot - "Why Translated Websites Win in AI Search" (1.3M citations)



+327%

more visibility for translated sites

in English-language AI search results



**"AI search overwhelmingly
prefers content written in the
query's language."**

Untranslated = invisible. It's that simple.

Plot twist.

Google translates your content if you don't.

Spoiler alert: it's not good. At ALL.

8%

of all AI queries - Google auto-fills with translated English sources

17%

of tech-category queries - the gap is even wider

0%

of citations go to your brand - Google takes the credit

Do you track traffic by country and language?

Yes - we have dashboards

Partially

No 😬

If a parent doesn't fully
understand your website...
**do they email you - or do
they leave?**

*How many international families are
you comfortable losing because your
school feels foreign?*



Localization ≠ Translation.

One changes words. The other changes minds.

Why AI changes everything for schools.

“AI is good at one thing: transforming content into another form while taking context into account.

That’s literally what localization is.”

- Eugene Ernoult, CMO @ Weglot

Unilever

60%

faster asset creation
across 30+ markets

Qonto

55%

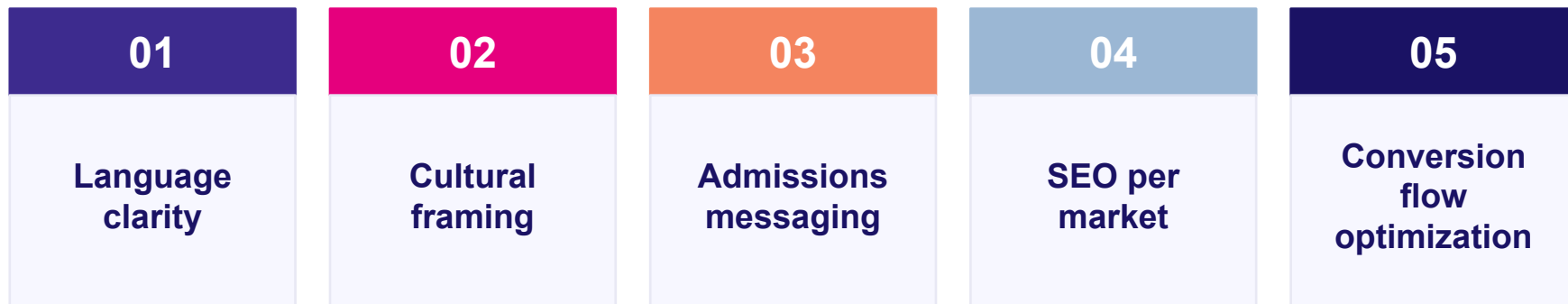
saved time on
localization workflows

HubSpot

-35%

time-to-market
per new country

The 5 Layers of Localization



Which localization layer are you currently ignoring?

Most schools are stuck at Layer 1. The competitive edge lives in Layers 2–5.

The International Expansion Equation

$$\text{Visibility} \times \text{Trust} \times \text{Accessibility} = \text{Growth}$$

Visibility

- SEO in every language
- AI search citations
- Brand presence
- International directories

Trust

- Social proof
- Cultural reassurance
- Reputation signals
- Local testimonials

Accessibility

- Native language content
- Clarity of message
- Frictionless journey
- Fast, mobile-friendly

Global Acquisition Funnel for Schools

01 Discovery	SEO + AI citations → Parents need to find you first
02 Trust	Language + cultural signals → "Does this school get us?"
03 Consideration	Content depth → Curriculum, values, community in local language
04 Reassurance	Testimonials, stats, accreditations → Evidence that validates
05 Conversion	Frictionless enquiry form → Right language, right CTA



Most schools invest too late. If you lose them at Discovery or Trust - you never get the enquiry.

Where are you weakest?

Visibility

Trust

Accessibility

AI gets you there faster. Humans get it right.

96%

of marketers report
positive ROI from
AI localization

Source: Weglot survey

Translation quality with AI

Generic AI

29% error-free

On-brand AI agent

65% error-free

The nuance schools need to hear:

AI translation is fast. But you still need a human expert in the loop - someone who knows your school culture, your values, and how you speak to families.

Train AI agents on your brand voice and glossary. The result: speed without losing your identity.

Live Demo

Removing friction in minutes.





**The goal isn't translation.
The goal is trust + visibility.**

Translation is the vehicle. Global families are the destination.

Have you already thought about translating your website?

Yes - it's done 

Yes - but it seemed too complicated

Nah, not for me

3 Actions You Can Execute Next Week

01

Run your SEO visibility audit by language

Open Google Search Console. Filter by country. See where international traffic drops. That's where you are invisible.

02

Test your school through a parent's eyes

Use Google Translate on your own site. Experience the friction. Show it to your board. The discomfort is the point.

03

Choose 1 language. Go live in 48h.

Pick your #1 international market. Add a translated version of your key admissions pages. Measure the difference in 30 days.

**Stop adding flags.
Start building a global
strategy.**

An illustration of a world map with vibrant, glowing lines connecting various points across the continents. In the foreground, several stylized human figures of diverse ages and ethnicities are shown interacting with these digital energy lines. The background is a dark blue space with a faint world map and glowing digital nodes and lines, suggesting a global network.

If your mission is to
shape global citizens,
**your digital
presence must
global too.**

weglot.com

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Q&A

Your questions. Our honest answers.

Elizabeth Pokorny, Head of Content & brand @Weglot

Thank you!