AI Prompt Audit for Educational Institutions

Institution: _____ City: _____ Audit date: _____ Done by: _____

How to use this

1. Replace the [brackets] with your details.
2. Ask each question in all four tools. Use a fresh chat each time.
3. Mark each cell: **A** = accurate · **O** = outdated · **W** = wrong · **M** = missing or not mentioned · **C** = favours a competitor.
4. For every O, W, M or C, note the likely source in the fix log below and correct it.
5. Repeat monthly and compare scores.

Audit Tracker

#	Question to ask	ChatGPT	Gemini	Google AI Mode	Perplexity
1	Which are the best [type] schools/colleges near [locality or city]?				
2	What is the fee for [programme or grade] at [institution]?				
3	Is [institution] recognised by [UGC / AICTE / board]?				
4	What are the placements at [institution]?				
5	[Institution] vs [competitor]: which is better for [programme]?				
6	What is the admission process and last date for [programme or grade] at [institution]?				

7	Is there a scholarship for [programme] at [institution]?				
8	What do students or parents say about [institution]?				
9	What are the campus, hostel or transport facilities at [institution]?				
10	Who is the principal, or who are the key faculty, at [institution]?				
	Accurate answers (count of A)	/10	/10	/10	/10

Fix Log

Question #	What was wrong or missing	Likely source (our website, Google Business Profile, directory, news, other)	Fix to make	Owner	Date fixed

Quick Fix Checklist

- Fees, dates and recognition details are identical on the website, Google Business Profile and directory listings
- Key pages have a short, direct answer near the top
- Facts are dated and current for this admission cycle
- Rankings, awards and placement claims name the body, category, year and method
- Reviews and testimonials are genuine and used with consent
- No facts are published only in old PDFs

Notes: AI answers change often and can differ between sessions, so treat this as a snapshot and repeat it regularly. This is a self-check, not a guarantee of AI visibility.

Prepared by Mediagarh for institutions. Learn more in our guide: SEO vs AEO vs GEO for Educational Institutions.