

Your School Is Invisible to ChatGPT *(and to Google).*

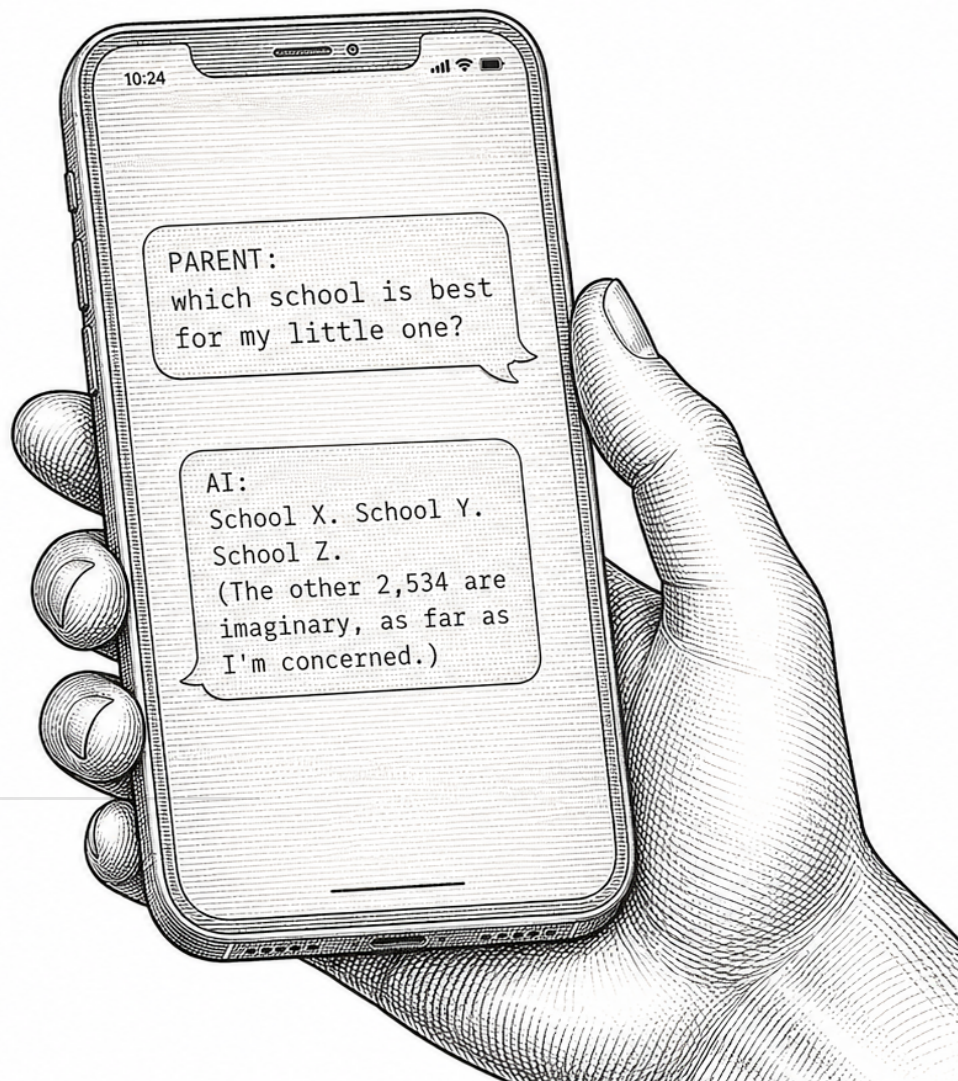
What we found when we checked all 2,860 K-12 schools in Lebanon.

Julien Hosri,

UX ADVISOR AND FRACTIONAL CTO

> Independent Research

2026 · LEBANON



// INTRO

The Researcher.

Twelve years building software in Lebanon. This is the third report in a short series.



Julien Hosri.

UX ADVISOR · FRACTIONAL
CTO

Creative Managing Partner at Maxiphy, a Beirut software studio since 2015. Built products with banks, hospitals, retailers, and the public sector across Lebanon, the Gulf, and London.

Former lead instructor at SE Factory, Lebanon's software engineering bootcamp. Two hundred and fifty graduates have learned how shipping software actually looks like.

// TRACK RECORD

12 _{yrs} // SHIPPING SOFTWARE	100 ₊ // PRODUCTS SHIPPED	12 ₊ // INDUSTRIES	250 ₊ // ENGINEERS MENTORED				
BANKING	RETAIL	HEALTHCARE	LOGISTICS	HOSPITALITY	PUBLIC SECTOR	EDUCATION	SAAS

// NOTE

This is research, not a pitch.

The QR opens julescript.com – for questions on the methodology, the data, or to book a short call.



// SCAN

2,860

Schools in Lebanon.

// CHAPTER 01

Parents Are Asking AI First.

A parent opens ChatGPT. She types one sentence. Three school names come back. None of them is yours.

900M+

// CHATGPT, WEEKLY USERS

A new generation of parents has stopped opening Google first.

They open ChatGPT, Gemini, or Claude. They type the way they would ask a friend. The reply comes in seconds, with three to five names and a short reason for each. Often, the parent does not click anything. The shortlist is already made.

Source: OpenAI, February 2026.

CHATGPT

8:42 PM

best K-12 private school in my area for my curious 7-year-old?
8:42 PM

Based on what other parents recommend, three options stand out:

1. School X
2. School Y
3. School Z

.....
// your school is not on this list.

The decision about where to send a child to school is now starting in a conversation with an AI. *Long before any parent ever visits your campus or your website.*

// THE PREMISE OF THIS REPORT

326

Have a real website.

// CHAPTER 02

The Census.

Every K-12 school in Lebanon — public, private, UNRWA — counted on May 19, 2026.

11%

// OF LEBANON'S K-12
SCHOOLS HAVE A WEBSITE

Every one of them is private.

Of the 2,860 K-12 schools registered with the Lebanese Ministry of Education — public, fee-paying private, free private, and UNRWA — only 326 maintain a real website. Public and UNRWA schools have none.

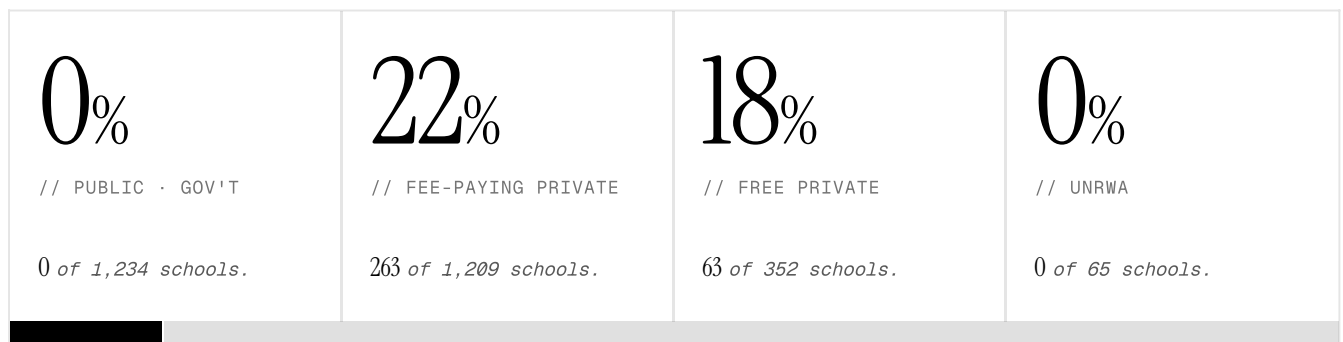
2,860

// K-12 SCHOOLS IN LEBANON

326

// SCHOOLS WITH A WEBSITE (ALL PRIVATE)

// BY SECTOR



// 326 WITH A WEBSITE · 2,534 WITHOUT

11% of Lebanon's K-12 schools

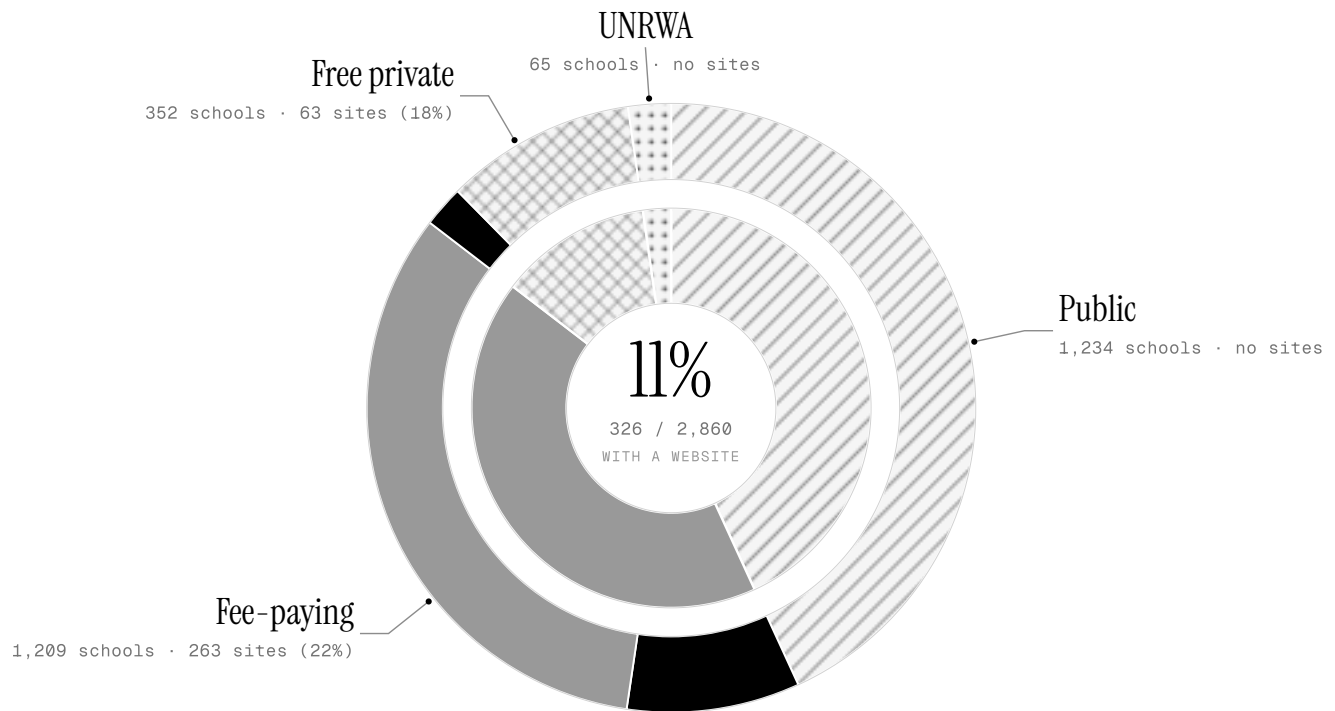
Every Lebanese school website belongs to a private school. *Public and UNRWA schools have none.*

// 326 OF 2,860 SCHOOLS, MAY 2026

// CHAPTER 02 · ALT

The Census.

Every Lebanese K-12 school in one frame. All 326 websites sit inside the private market.



■ Solid ink in the *outer ring* = schools that have a website, broken out within each sector. The inner ring shows the four sectors that make up Lebanon's 2,860 K-12 schools.

Public	Fee-paying	Free private	UNRWA
1,234	1,209	352	65
0 SITES · 0%	263 SITES · 22%	63 SITES · 18%	0 SITES · 0%

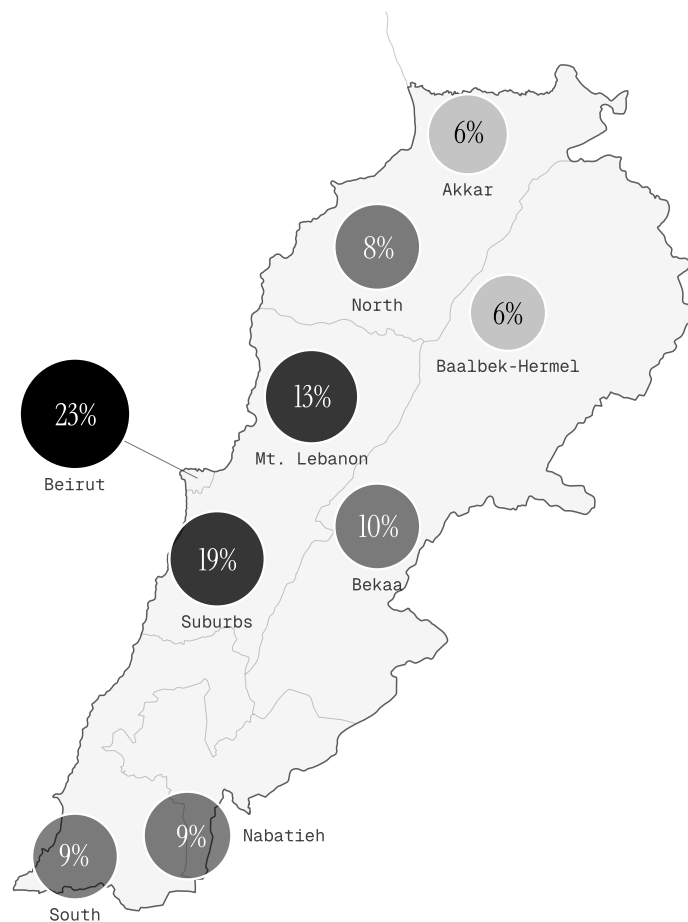
Eleven percent. And entirely inside the private market.

// 326 WEBSITES OF 2,860 SCHOOLS, MAY 2026

// CHAPTER 02 (CONTINUED)

Where Are The Websites?

A school in Beirut is nearly four times more likely to have a website than one in Akkar or Baalbek-Hermel.



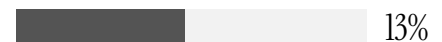
BEIRUT • 172



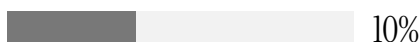
MT. LEBANON • SUBURBS • 484



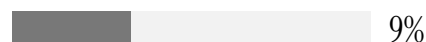
MT. LEBANON • REST • 397



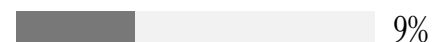
BEKAA • 269



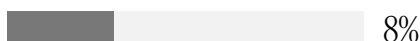
SOUTH • 306



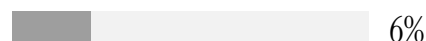
NABATIEH • 255



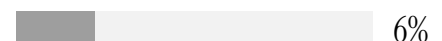
NORTH • 429



AKKAR • 306



BAALBEK-HERMEL • 242



Share of schools in each governorate that have their own website, counted against all K-12 schools (public, private, UNRWA). CRDP census, May 2026.

178

Meet a 2026 standard.

// CHAPTER 03

What AI Knows About Your School.

We asked AI about 40 Lebanese schools. Half had a website. Half did not. The results were not subtle.

// 20 SCHOOLS WITH A WEBSITE

80%

AI knew them as a real school it could describe.

Of twenty schools we tested, sixteen were recognised by name, with a clear sense of where they are and what they offer.

// 20 SCHOOLS WITH NO WEBSITE

0%

AI knew none of them. Not one in twenty.

Half had a vague directory mention. The other half came back as completely unknown.

A school without a website is invisible to AI. *Not low-ranked. Not buried. Not findable at all.*

// 40 SCHOOLS TESTED, MAY 2026

6_{mo}

To make your school visible.

// CHAPTER 04

The Window.

There are 178 Lebanese private schools with a website that meets a basic 2026 standard. That is the entire competition. The first to move owns the cycle.

6_{mo}

// TIME TO BE READY FOR
NEXT CYCLE

From start to the assistant naming your school.

Six months separates a real website launch from the moment AI assistants start citing it. The next admissions cycle opens in autumn. The work needs to start now.

// THREE THINGS MATTER

01

A real website.

Not a Facebook page. A site that works on a phone, opens quickly, and shows tuition, the curriculum, and how to apply within two clicks.

02

Listed where people look.

Wikipedia, Edarabia, school directories. AI almost never quotes a school site directly. It quotes the places that list it.

03

Written for parents.

Not for administrators. Plain language. Clear values. Real photos of the school. One sentence a parent can repeat to a friend.

// FINDING

The first roughly twenty schools to fix this will own the next admissions cycle.

The competition is small. The standards are clear. The window closes when those slots are filled.

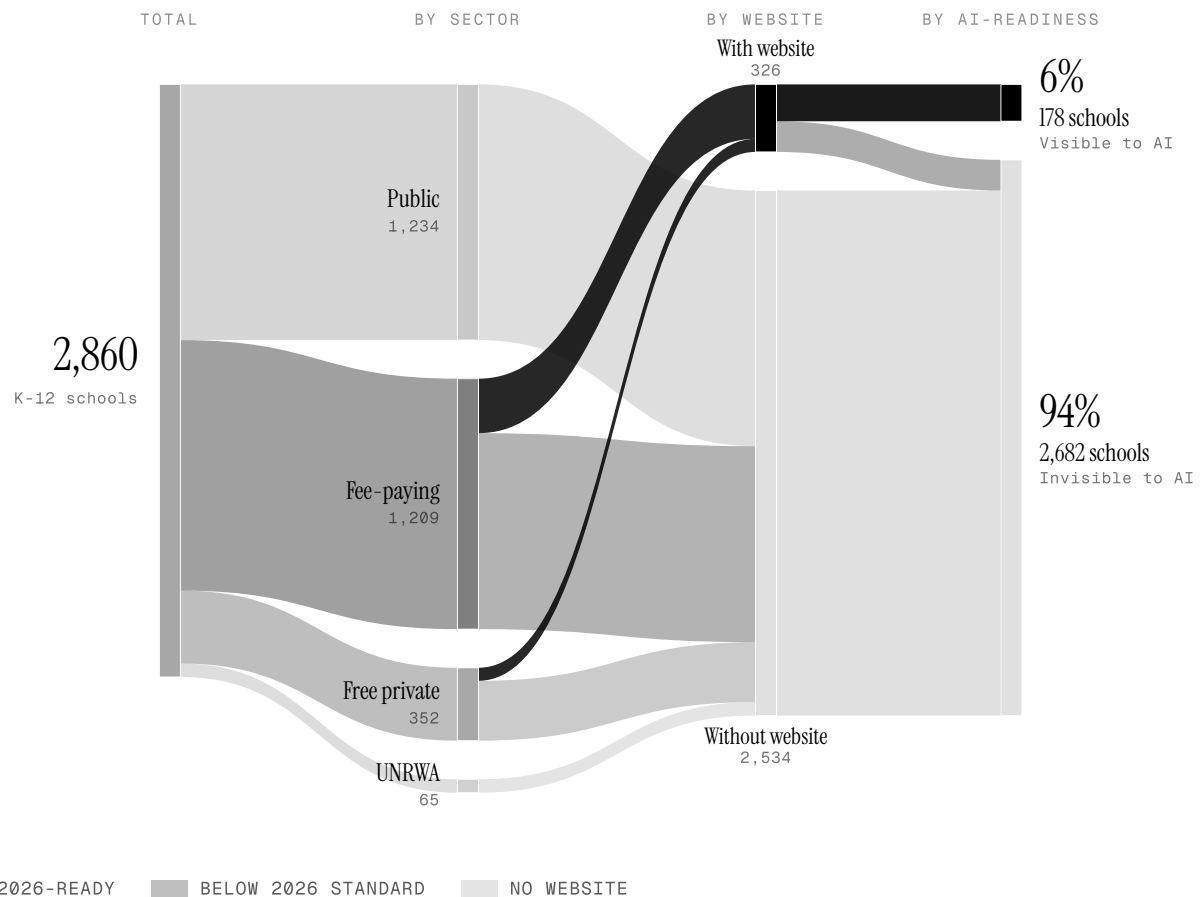
1

Decision to start today.

// CLOSER

Where The 2,860 Land.

From all 2,860 Lebanese schools down to the 178 an AI assistant could plausibly recommend.



// 2,860 SCHOOLS • 326 WITH A WEBSITE • 178 AT STANDARD

One decision is yours.

// READ THE FULL STUDY

The data behind every number in this report.

julescript.com/notes/most-lebanese-schools-are-invisible-to-ai



Questions about how the research was done, the underlying data, or a second opinion on a specific school's standing are welcome at hi@julescript.com.

EMAIL
hi@julescript.com

WEBSITE
julescript.com

PHONE
+961 76 828 810

PUBLISHED
May 2026, Beirut