

AI VISIBILITY STUDY · SINGAPORE TUITION CENTRES

Who does ChatGPT recommend for tuition in Singapore?

95 parent questions · 12 subjects · 15 neighbourhoods · tested 11 October 2026

56%

of ChatGPT's answers named one of just two chains: EduFirst Learning Centre or AGrader Learning Centre.

01 · KEY FINDINGS

Two chains lead. Three directories decide.

When parents ask ChatGPT for a tuition centre, two chains show up in more than half the answers, and three directory websites supply the evidence for almost all of them.

56%

of answers named EduFirst or AGrader (53 of 95)

93%

of answers cited sgdsa.com, tuitioncentres.sg or threebestrated.sg

341

different centres named in total, 7.2 per answer

69%

of named centres appeared in only one answer

02 · WHO AI RECOMMENDS

The centres ChatGPT names most

Answers naming each centre, out of 95 parent questions.

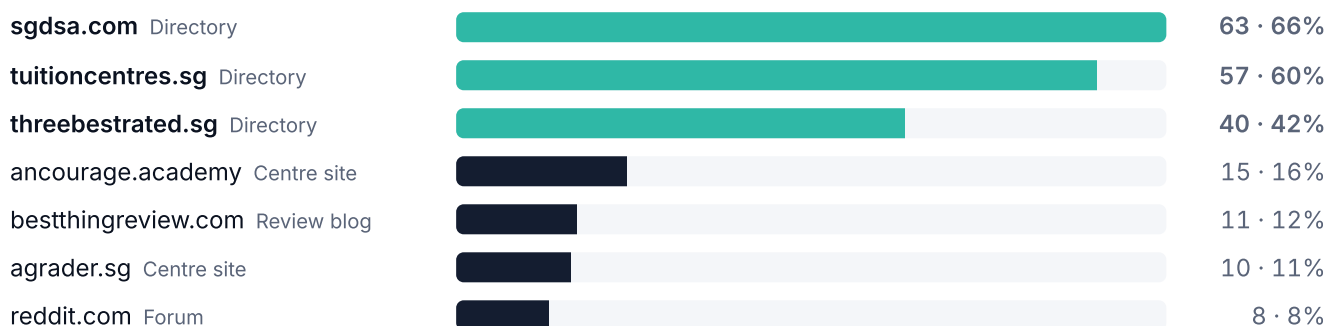


Cross-check on Perplexity (150 more questions, 12 October): EduFirst was again named most often, 7 of the top 10 centres were the same, and sgdsa.com was again the most-cited source (75% of answers). Specialists still win their subject: Zenith and Indigo lead General Paper; F9 to A1 Academy leads PSLE Math.

03 · SOURCES

Three directories are ChatGPT's main sources

Share of the 95 answers citing each website. ChatGPT cited 6 sites per answer on average, from 186 different sites.



04 · WHAT THE WINNERS DO

Listed everywhere, or writing the guide

W-01 Listed on every neighbourhood page

EduFirst's own website was cited in only 1 of the 37 answers that named it. Those answers cited threebestrated.sg 33 times and tuitioncentres.sg 32 times. Each branch has its own listing, so the chain appears on the "best tuition centres in [area]" page for every area it serves.

W-02 Publishing the comparison

ancourage.academy was cited 20 times, more than any other centre's site, including in 8 answers that recommended a different centre. Writing a clear local guide turns a centre into a source, not just a name on a list.

W-03 Scores and specifics

sgdsa.com gives each centre a numeric score, and ChatGPT repeats it. Published class sizes, levels, fees and results give the AI something concrete to quote.

W-04 Branch names that match the question

ChatGPT often named the branch, for example "EduFirst Learning Centre (Ang Mo Kio)". Listings named by area match the way parents ask.

05 · NEIGHBOURHOODS

In some areas, one centre owns the answer

The centre named most often for each area. Samples per area are small (3 to 9 questions), so read this as a direction, not a ranking.

NEIGHBOURHOOD	NAMED MOST OFTEN	ANSWERS NAMING IT	DIFFERENT BUSINESSES NAMED
Ang Mo Kio	EduFirst Learning Centre	7 of 7	43
Sengkang	EduFirst Learning Centre	5 of 5	19
Jurong East	Zenith Education Studio	3 of 3	20
Bishan	Ancourage Academy	7 of 8	27
Bedok	House of Hows	6 of 7	27
Pasir Ris	Mavis Tutorial Centre	6 of 7	27
Punggol	EduFirst Learning Centre	4 of 5	27
Woodlands	Ancourage Academy	6 of 9	44
Serangoon	Aspire Hub	4 of 6	30
Yishun	AGrader Learning Centre	3 of 5	28
Tampines	Zenith Education Studio	4 of 8	49
Bukit Timah	Aspire Hub	2 of 4	33
Clementi	Kim & You	2 of 5	25
Toa Payoh	MindChamps Enrichment Academy	3 of 8	35
Singapore-wide	EduFirst Learning Centre	3 of 8	62

Open ground

Toa Payoh, Clementi, Bukit Timah and Tampines have no clear owner yet. A centre there that fixes its directory listings has the best chance of moving up quickly.

06 · RECOMMENDATIONS

Five fixes, in order of impact

What a tuition centre can do to be recommended more often.

- | | | |
|----------|---|--|
| 1 | Get onto the three directories, for every branch and subject
Claim or request listings on sgdsa.com, tuitioncentres.sg and threebestrated.sg. Make sure each branch appears on its neighbourhood's "best of" page and on the subject pages you teach. | IMPACT HIGH
EFFORT LOW |
| 2 | Make every listing match
Use the same centre name, branch name, address, phone and subjects everywhere. Mismatched names split a centre into several weak entries. | IMPACT HIGH
EFFORT LOW |
| 3 | Publish a local guide
For example, "How to choose PSLE Math tuition in Tampines": fair to other centres, with fees, class sizes and schedules, answering what parents ask. | IMPACT HIGH
EFFORT MEDIUM |
| 4 | Give the AI facts to quote
Show class size, levels, fees, results and teacher credentials as plain text on your site, with LocalBusiness and FAQ schema. | IMPACT MEDIUM
EFFORT LOW |
| 5 | Earn mentions where parents talk
Google reviews, plus genuine mentions in parent forums and on Reddit, which ChatGPT cited in 8% of answers. | IMPACT MEDIUM
EFFORT MEDIUM |

Where does your centre stand?

I'll run the same questions for your centre and areas, free, and show you who ChatGPT recommends instead.

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Method. 95 questions written the way Singapore parents ask, across 12 subjects and enrichment, 14 neighbourhoods and Singapore-wide. OpenAI GPT-4.1 with live web search, location set to Singapore, via the OpenAI API on 11 October 2026; one answer per question, no account history. Every centre named and every site cited was recorded; name variants were merged. AI answers vary between sessions, and the ChatGPT app can answer differently from the API. Per-neighbourhood samples are small. Cross-checked with 150 questions on Perplexity on 12 October 2026.

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