IIT KANPUR · WORKSHOP · 3.5–4 HOURS

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# GET FOUND ON GOOGLE

Google Ads, SEO, AI Overviews and GEO — how to buy the click, earn the click, and get cited in the AI answer.

KUWARJEET SINGH SIDANA · GROWTHHACKSBYKUWAR · [DATE]

AGENDA

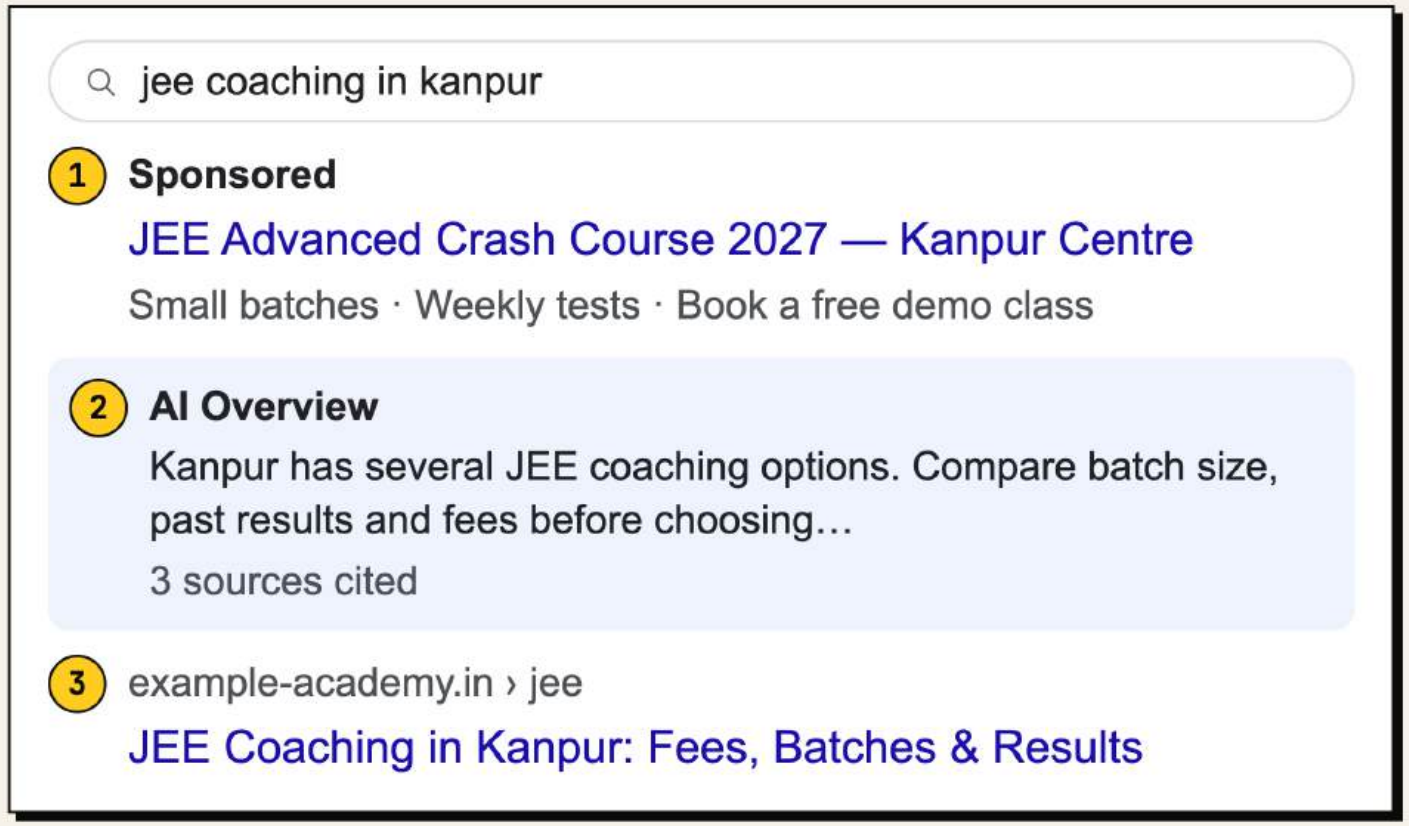
# THREE WAYS TO WIN ONE SEARCH

| Part | Topic | Time |
|---|---|---|
| Opening | How people search in 2026 · the running cases | 15 min |
| Part A | Google Ads — buy the click | 105 min |
| Part B | SEO — earn the click | 55 min |
| Part C | AI SEO, AIO & GEO — get cited in the answer | 55 min |
| Wrap | Your 30-day plan · Q&A | 10 min |

Every Google screen in this deck is a **simplified illustration** with numbered callouts — numbers on them are examples.

OPENING · ONE RESULTS PAGE

# ONE SEARCH, THREE PLACES TO BE




**1 · PAID**

Google Ads — you pay per click. **Part A**

**2 · AI ANSWER**

Get cited as a source. **Part C**

**3 · ORGANIC**

SEO — free, earned over time. **Part B**

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RUNNING CASES · FICTIONAL, ILLUSTRATIVE NUMBERS

# TWO KANPUR BUSINESSES

E-COMMERCE

## KANPUR LEATHER CO.

Leather laptop bags and wallets sold on its own website.

Average order **₹2,500** · profit per order before ads **₹900**

LEAD GENERATION

## KANPUR JEE ACADEMY

A coaching institute that needs enquiries and demo-class bookings.

1 in 10 enquiries joins · profit per admission **₹20,000**

PART · 105 MIN

# A

# GOOGLE ADS: BUY THE CLICK

”How do I show up at the exact moment someone searches for what I sell — without wasting money?”

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A · WHY GOOGLE

# DEMAND CAPTURE VS CREATION

CAPTURE · GOOGLE SEARCH

## ANSWER PEOPLE ALREADY LOOKING

Someone types **"emergency plumber near me"**. Intent is high, so clicks cost more — and convert better.

CREATION · SOCIAL FEEDS

## INTERRUPT PEOPLE WHO WEREN'T

A reel stops someone who wasn't shopping. Cheaper attention, bigger scale, lower intent.

**Rule:** on a tight budget, start where intent already exists — Google Search.

A · THE AUCTION · SIMPLIFIED

# QUALITY IS A DISCOUNT COUPON

AD RANK ≈ your bid × ad quality

ADVERTISER A · WINS TOP SPOT

**₹40 × 8 = 320**

Relevant ad, page about exactly what was searched

ADVERTISER B · BIDS MORE, RANKS LOWER

**₹60 × 4 = 240**

Generic ad sending everyone to the homepage

**Quality** = expected click-through rate + ad relevance + landing page experience.

A · JARGON DECODER

# EVERY TERM, IN PLAIN ENGLISH

| Term | What it actually means |
|---|---|
| Keyword / match type | The searches you bid on — exact, phrase, or broad (AI decides what's related) |
| Quality Score | Google's 1–10 rating of keyword, ad and page relevance. Higher = cheaper clicks |
| RSA | Responsive Search Ad: up to 15 headlines + 4 descriptions; AI assembles the best mix |
| Negative keyword | A search you refuse to appear for — "free", "jobs", "pdf" |
| Search terms report | The real searches that triggered your ads. Where the waste lives |
| Smart Bidding | AI sets each bid toward a target cost (tCPA) or return (tROAS) |
| Performance Max | One campaign across Search, YouTube, Display, Gmail, Discover, Maps |

A · CAMPAIGN TYPES

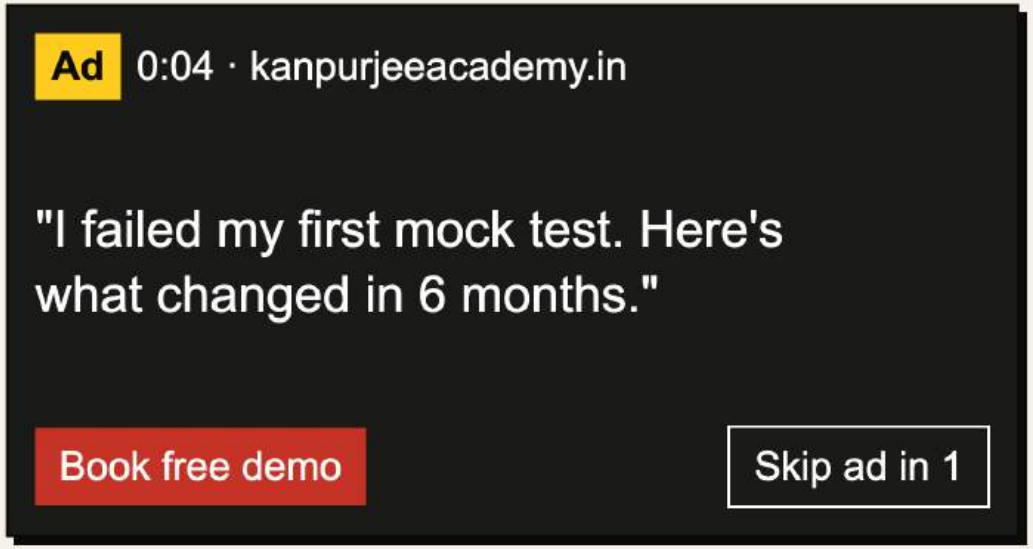
# MATCH THE CAMPAIGN TO THE INTENT

| Campaign | Where it shows | Use it when |
|---|---|---|
| Search | Google results | People already search for your thing — start here |
| Performance Max | All Google surfaces | You have conversion volume and full assets |
| Demand Gen | YouTube, Discover, Gmail | Creating demand with visual creative |
| Shopping | Product listings | E-commerce with a product feed |
| Video | YouTube | Awareness, education, remarketing |
| Display | Millions of sites | Cheap reach — never the first rupee |

**Budget order:** brand Search → non-brand Search → PMax → Demand Gen → Display remarketing.

A · OTHER AD TYPES · YOUTUBE

# YOUTUBE ADS: WIN THE FIRST 5 SECONDS




Example: Kanpur JEE Academy — student story, hook in the first 5 seconds, clear button.

| Format | How it works · use it for |
|---|---|
| Skippable in-stream | Skip after 5 sec · consideration, leads |
| Non-skippable | Up to ~15 sec, must watch · awareness |
| Bumper | 6 sec, non-skippable · reminders |
| In-feed | Thumbnail in search / home · tutorials |
| Shorts | Vertical, between Shorts · young audiences |

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A · OTHER AD TYPES · DISPLAY

# DISPLAY ADS FOLLOW PEOPLE AROUND THE WEB




**1 Banner** — image ads on news, blog and app pages in Google's network.

**2 Remarketing** — shown only to people who already visited your site. The best use of Display.

**Low intent:** CTR ~0.46%. Never your first campaign.

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A · OTHER AD TYPES · THIRD-PARTY SITES & APPS

# ADS ON OTHER PEOPLE'S WEBSITES AND APPS

**PARTNER SITES**

Google's Display Network: news, blogs, recipe sites

*A bag banner on a career-advice blog*

**IN-APP**

Ads inside mobile apps and games

*A JEE demo-class ad in a quiz app*

**NATIVE**

"Sponsored" stories under news articles

*"How to pick an office bag" — sponsored*

**PROGRAMMATIC**

Software buys ad slots across many exchanges in real time

*Big brands, big budgets*

YOU USUALLY PAY

Per 1,000 views (CPM) — cheap reach, low intent.

PROTECT YOUR MONEY

Check "where ads showed" weekly. Exclude junk sites and kids' game apps.

A · STEP 1 · KNOW YOUR MATH

# WHAT CAN YOU PAY FOR A RESULT?

BREAK-EVEN CPA

**₹900**

= profit per order before ad cost

TARGET CPA

**₹630**

= break-even × 0.7

DAILY BUDGET

**₹1,890+**

≥ target CPA × 3

LEAD-GEN VERSION · KANPUR JEE ACADEMY

₹20,000 profit per admission ÷ 10 enquiries per admission = **₹2,000 break-even per enquiry** → target ₹1,400.

A · CALCULATING ROAS · KANPUR LEATHER CO.

# IS 3× ROAS GOOD? DO THE MATH

**ROAS =** revenue from ads ÷ ad spend

1 · THIS MONTH

**3.0×**

60 orders × ₹2,500 = ₹1,50,000 ÷ ₹50,000 spend

2 · BREAK-EVEN ROAS

**2.8×**

1 ÷ profit margin = 1 ÷ 36% (₹900 of ₹2,500)

3 · ACTUAL PROFIT

**₹4,000**

60 × ₹900 = ₹54,000 − ₹50,000 spend

3× sounds great, but it is barely above break-even. **Target ROAS here ≈ 4×** (₹2,500 ÷ ₹630 target CPA).

FICTIONAL BUSINESS · ILLUSTRATIVE NUMBERS

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A · STEP 1 · TRACK MONEY

# THE AI OPTIMISES WHAT YOU MEASURE

- Google tag on every page
- Conversions that mean money: purchase, qualified lead, booked call
- One primary conversion per goal
- Enhanced conversions on
- Import CRM outcomes if sales close later
- Link GA4 · auto-apply recommendations **off**

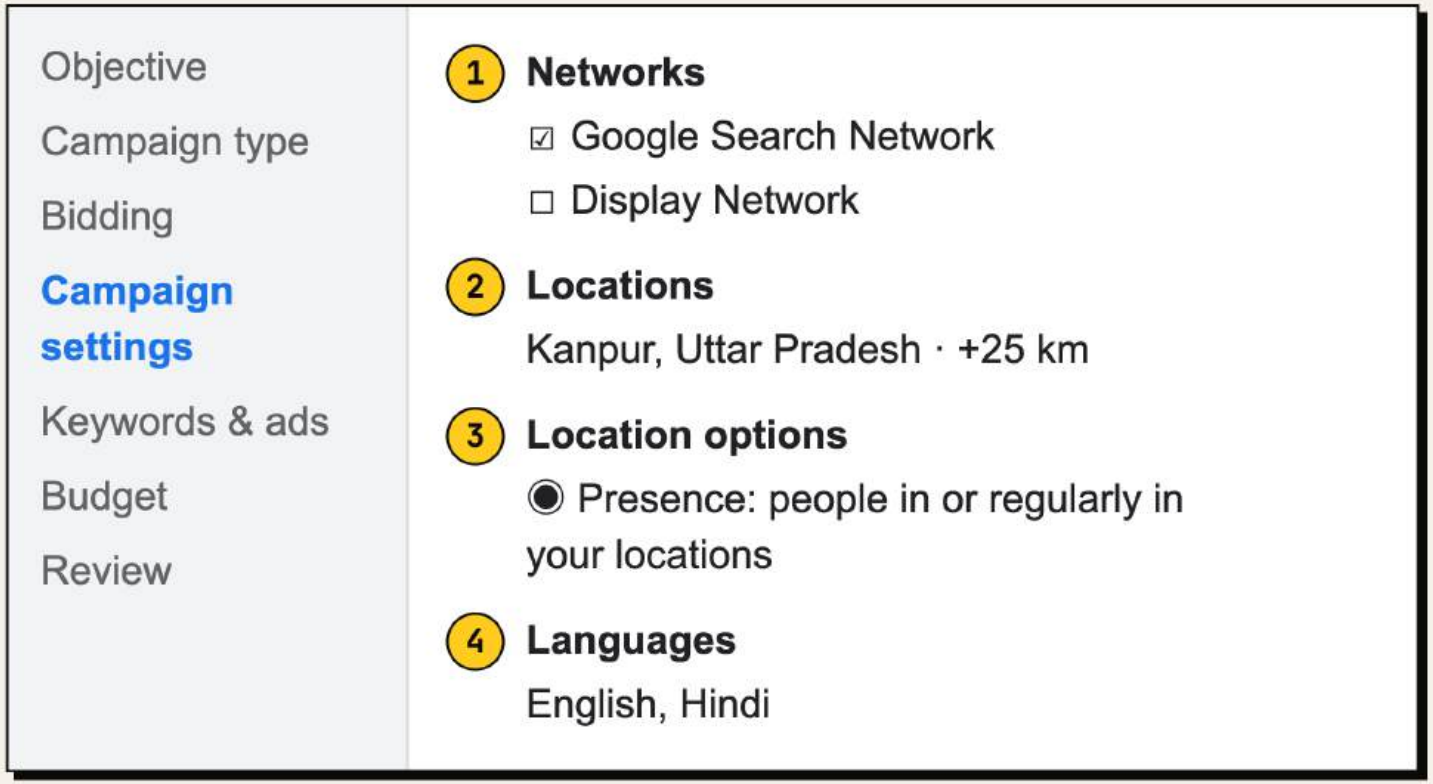
THE LEAD-GEN TRAP

Optimise for "form fills" and the AI finds form-fillers — not students.

Give each conversion an honest value: a demo-class booking worth 10× a brochure download. Better still, tell Google which enquiries actually joined.

A · STEP 2 · NEW SEARCH CAMPAIGN

# FOUR SETTINGS BEGINNERS GET WRONG




**1** Untick Display for a Search campaign — it adds cheap, low-intent clicks.

**2** Only where you can actually serve customers.

**3** "Presence", not "interest" — or you pay for people abroad.

**4** Match how your customers search.

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A · KEYWORD PLANNER · FREE INSIDE GOOGLE ADS

# FIND WHAT PEOPLE ACTUALLY TYPE

**Keyword ideas · Kanpur · last 12 months**

(1) Avg. monthly searches (2) Competition (3) Top-of-page bid

| Keyword | Avg. searches | Competition | Bid range |
|---|---|---|---|
| jee coaching in kanpur | 1K – 10K | High | ₹30 – ₹90 |
| jee advanced crash course | 1K – 10K | Medium | ₹25 – ₹70 |
| iit jee coaching fees | 100 – 1K | High | ₹35 – ₹110 |
| best jee coaching near me | 100 – 1K | High | ₹40 – ₹120 |
| jee free notes pdf | 10K – 100K | Low | ₹2 – ₹8 |

**1** Ranges, not exact counts — directional.

**2** Advertiser competition, not SEO difficulty.

**3** A rough guide to cost per click.

**Red row:** huge volume, zero buying intent — a negative keyword, not a target.

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A · MATCH TYPES

# HOW WIDE IS YOUR NET?

EXACT · NARROW

**[jee coaching kanpur]**

Shows for the same meaning:
"kanpur jee coaching"

PHRASE · MEDIUM

**"jee coaching"**

Searches that include
the meaning:
"best jee coaching in kanpur",
"jee coaching fees"

BROAD · WIDE

**jee coaching**

AI decides what's related:
"iit preparation classes", even
"neet coaching"

Start with **phrase + exact**, 15–30 buying-intent keywords, one theme per ad group. Broad match only once Smart Bidding has real conversion data.

A · SEARCH TERMS REPORT

# WHERE THE WASTE HIDES

**Search terms · last 7 days**

| Search term | Clicks | Cost | Conv. | Your move |
|---|---|---|---|---|
| jee coaching kanpur fees | 42 | ₹1,680 | 5 | Add as keyword |
| jee free notes pdf | 31 | ₹1,240 | 0 | Add as negative |
| physics teacher job kanpur | 18 | ₹720 | 0 | Add as negative |
| jee crash course online | 25 | ₹1,000 | 2 | Keep, watch |

**NEGATIVES ON DAY 1**

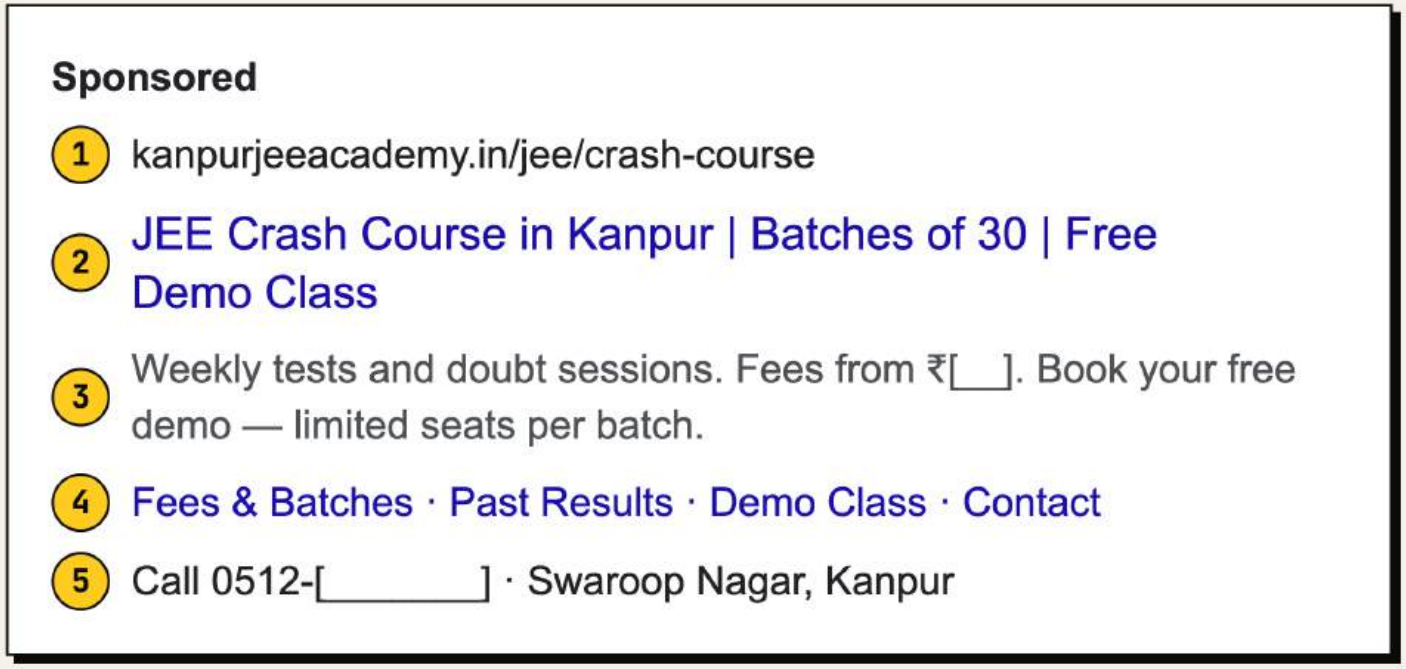
free · pdf · notes · job · salary · vacancy · youtube · what is

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A · ANATOMY OF A SEARCH AD

# EVERY LINE HAS A JOB




**1** Display path mirrors the search

**2** Headlines: give 10–15 — keyword, benefit, proof, offer, urgency

**3** Descriptions: expand the promise, answer the top objection

**4** Sitelinks — free extra space

**5** Call and location assets

**Message match:** "crash course fees" lands on the fees page with the phone number on top — never the homepage.

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A · STEP 3 · SMART BIDDING

# CLIMB THE BIDDING LADDER

**1 · MAX CLICKS**

With a CPC cap. No conversion history yet.

**2 · MAX CONVERSIONS**

Tracking verified, first conversions flowing.

**3 · TARGET CPA / ROAS**

~30+ conversions a month. Set near recent actuals.

**4 · SQUEEZE**

Stable? Tighten the target 10–15% at a time.

A target far below your real CPA doesn't buy cheap leads — **it buys silence.**

A · STEP 4 · BEYOND SEARCH

# EXPAND ONLY AFTER SEARCH WORKS

### PERFORMANCE MAX

Launch after ~30 conversions a month

One audience theme per asset group, full assets

Read the channel report; add your negatives

Brand exclusions on

### DEMAND GEN

YouTube (incl. Shorts), Discover, Gmail

Visual-first: treat it like social ads

Video gets priority

Judge the campaign, not one placement



A · ADVANCED UPDATES · 2025-26

# GOOGLE ADS IS NOW AN AI SYSTEM

SEARCH

### AI MAX FOR SEARCH

One-click AI layer on Search campaigns: finds new queries, writes ad text, picks landing pages.

MIGRATION

### DSA → AI MAX

Dynamic Search Ads fold into AI Max; full switch-over by February 2027.

NEW PLACEMENT

### ADS IN AI ANSWERS

Sponsored ads inside AI Overviews and AI Mode — including in India.

TRANSPARENCY

### PMAX OPENS UP

Channel-level reporting and negative keywords in Performance Max.

Your job moved from **pulling levers** to **feeding and guarding the AI**: clean conversion data, strong assets, clear limits.

SOURCES: GOOGLE ADS HELP & GOOGLE BLOG · ROLLOUTS VARY BY ACCOUNT AND COUNTRY

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A · NEW LAUNCH · AI MAX FOR SEARCH

# THREE ENGINES, THREE GUARDRAILS

| AI Max for Search campaigns | On |
|---|---|
| **1 · Search term matching**<br>Broad match + keywordless — finds new queries | On |
| **2 · Text customisation**<br>AI writes headlines from your site and ads | On |
| **3 · Final URL expansion**<br>Sends each click to the best-matching page | On |
| **Controls**<br>Brand inclusions / exclusions · URL exclusions · Locations of interest | |

**+7%**

more conversions at similar CPA/ROAS with all three on, vs. matching alone — Google's average

**Not a new campaign.** It's a switch inside your existing Search campaign.

ILLUSTRATION · SIMPLIFIED SETTINGS VIEW · SOURCE: GOOGLE ADS HELP, GOOGLE BLOG

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A · HOW TO OPTIMISE AI MAX

# FEED IT, TEST IT, FENCE IT

## 1 · FEED

Conversion tracking + enhanced conversions verified

Honest conversion values; CRM outcomes imported

Smart Bidding on; budget not capped

Strong, specific landing pages

## 2 · TEST

One-click experiment: 50/50 split

Run 4–6 weeks; judge CPA / ROAS, not clicks

Turn on all three features together

## 3 · FENCE

Brand exclusions (competitors you don't want)

URL exclusions: careers, blog, login

Negatives from day one

Weekly: "AI Max" rows in search terms

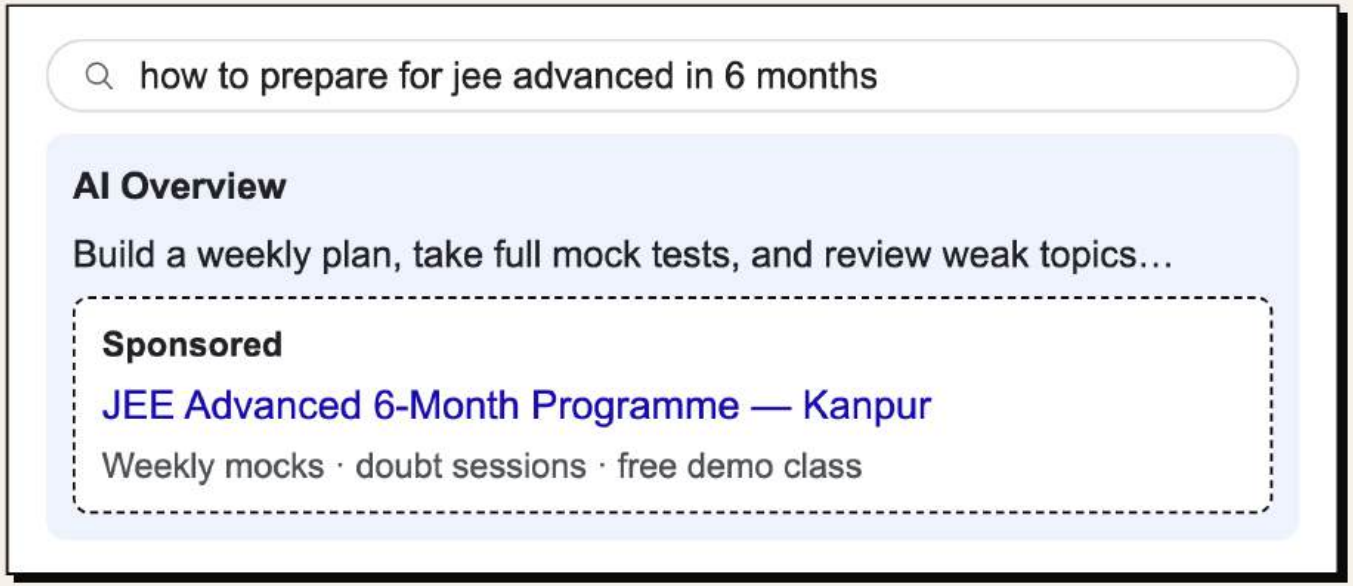
⚠ Check tracking templates use {lpurl} — fixed URLs break when AI Max picks a different page.

SOURCES: GOOGLE ADS HELP · GOOGLE ADS PLAYBOOK (GROWTHHACKSBYKUWAR)

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A · AI ADS · ADS INSIDE AI ANSWERS

# YOUR AD, INSIDE THE AI ANSWER




**Who's eligible:** Search with AI Max or broad match, Shopping, Performance Max.

**India:** expansion announced July 2025.

**Win it:** answer-style ads and pages that solve the longer question.

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A · WHAT'S COMING · GOOGLE MARKETING LIVE 2026

# THE NEXT WAVE OF AI ADS

### ASK ADVISOR

Gemini assistant across Ads, Analytics and Merchant Center: builds campaigns, explains results

### AI MODE ADS

Conversational Discovery ads and AI-powered Shopping ads for AI Mode

### BUSINESS AGENT

An AI agent that captures leads through conversation

### ASSET STUDIO

Gemini-generated images, video and text from a prompt

### 1-CLICK TESTS

Automated creative testing of assets

### NEW METRIC

Qualified Future Conversions: predicted conversions to come

Announced May 2026 — rollout dates vary. The fundamentals don't change: clean data, honest goals, strong pages.

SOURCE: SEARCH ENGINE LAND COVERAGE OF GOOGLE MARKETING LIVE 2026

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A · ARE YOU NORMAL?

# BENCHMARKS ARE THERMOMETERS

| Metric | 2026 global reference (₹) | Tells you |
|---|---|---|
| Search CPC | ~₹250 avg (₹140 – ₹840) | How pricey your intent is |
| Search CTR | ~3.5 – 6% | Ad relevance to the query |
| Search CVR | ~4.4 – 7% | Landing page + offer |
| Cost per lead | ~₹5,700 cross-industry | Sanity check only |
| Display CTR | ~0.46% | Why Display is reach, not intent |

Good CTR, bad CVR? **Fix the page, not the ad.**

Your break-even CPA beats every average.

SOURCE: GOOGLE ADS PLAYBOOK, 2026 · GLOBAL AVERAGES CONVERTED AT ~₹85 PER $1

A · STEP 5 · READ, PRUNE, COMPOUND

# 20 MINUTES A WEEK

**1** Search terms: add negatives, promote winners

**2** 7-day CPA / ROAS vs your Step-1 target

**3** PMax channel report: rebalance assets

**4** Recommendations: apply the sensible, dismiss the spendy

**5** One experiment at a time

| Symptom | Likely cause | Fix |
|---|---|---|
| Clicks, no conversions | Page mismatch or broken tag | Test the tag; match the page |
| Low impressions | Target CPA too tight | Loosen target 15% |
| High CPC | Low Quality Score | Tighter groups, faster page |
| Broad match burning cash | Weak conversion signal | Back to phrase / exact |

Google Ads rewards gardeners, not gamblers. **Every target change restarts learning.**

A · DEAD AIR

# SIX WAYS TO DONATE MONEY TO GOOGLE

**1.** No negative keywords

**2.** Broad match with no conversion data

**3.** Every click to the homepage

**4.** Auto-apply recommendations on

**5.** Fantasy target CPA

**6.** Display as the first campaign

WANT IT ON YOUR CV? · GOOGLE SKILLSHOP

Free exams, ~75 minutes, 80% to pass, renewed yearly. Start with **Google Ads Search**, then AI-Powered Performance Ads and Measurement.

A free certificate + one real small-budget campaign beats a paid course.

PART · 55 MIN

# B

# SEO: EARN THE CLICK

”How do I show up on Google without paying for every single click?”

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B · TYPES OF SEO

# SIX KINDS OF SEO, ONE GOAL

### CLASSIC SEO
On-page, technical, backlinks

*Rank for "leather laptop bag"*

### LOCAL SEO
Maps, reviews, Business Profile

*"Coaching near me"*

### AEO
Be the snippet or voice answer

*"How long does leather last?"*

### AI SEO / AIO
Get cited in AI Overviews

*Cited for "is leather worth it?"*

### GEO
Get named by ChatGPT, Gemini

*"Suggest a leather bag brand"*

### PROGRAMMATIC
Template + data = many pages

*"JEE coaching in {area}, Kanpur" × 40 areas*

**Programmatic rule:** each page needs its own real data — batch times, distance, results. Copy-paste pages with only the city swapped get ignored or penalised.

B · HOW GOOGLE WORKS

# CRAWL, INDEX, RANK, SERVE

**CRAWL**

Googlebot finds your pages through links and sitemaps

**Blocked by:** robots.txt, no links to the page

→

**INDEX**

It reads and stores what each page is about

**Blocked by:** noindex, thin or duplicate pages

→

**RANK**

Orders pages by relevance, quality and trust

**Held back by:** weak content, no authority

→

**SERVE**

Shows the best match for this person, place and device

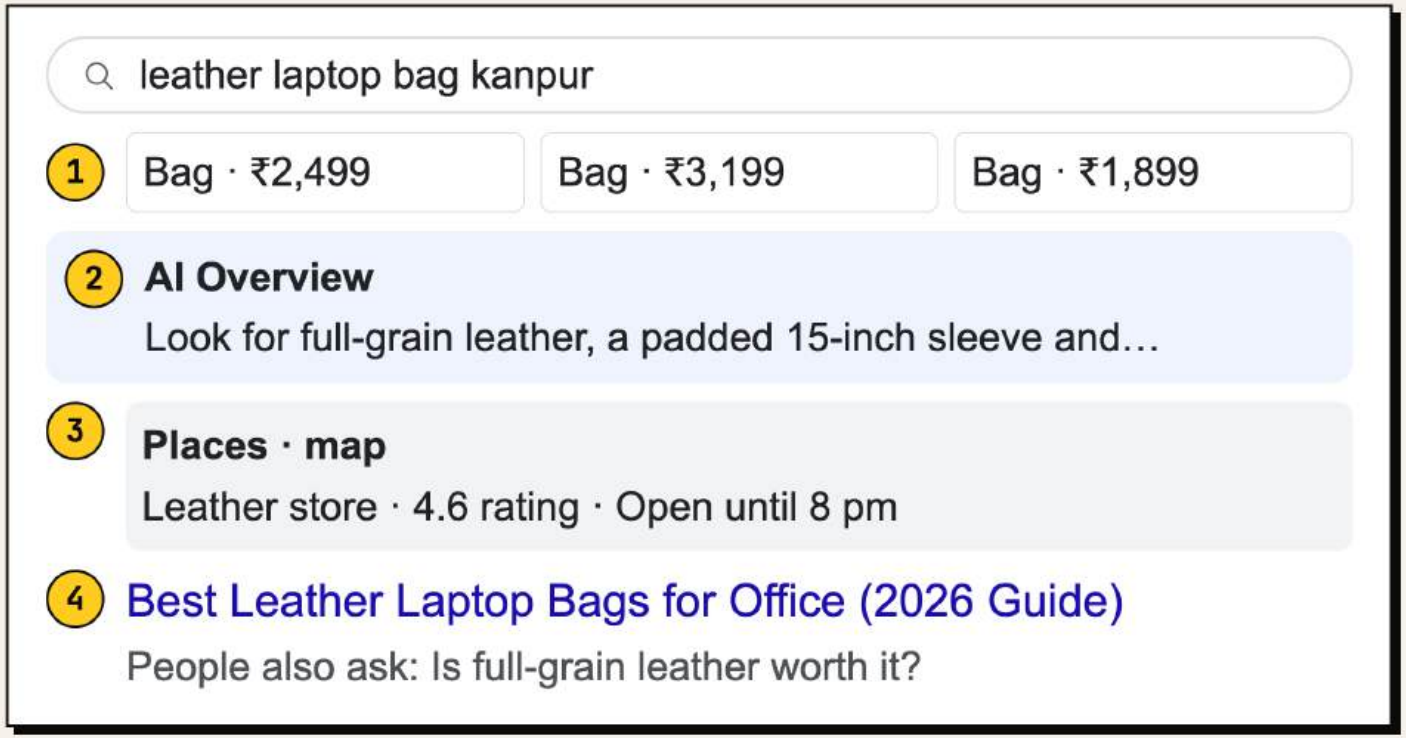
**Lost by:** a title nobody clicks

---

**2-minute check:** search site:yourdomain.in on Google. Missing pages? Open Search Console → Pages.

B · ANATOMY OF A RESULTS PAGE

# BLUE LINKS ARE ONLY ONE SLOT




**1 Shopping ads** — paid, product feed

**2 AI Overview** — cite-worthy pages (Part C)

**3 Local pack** — Google Business Profile

**4 Organic + People also ask** — classic SEO

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B · SEARCH INTENT

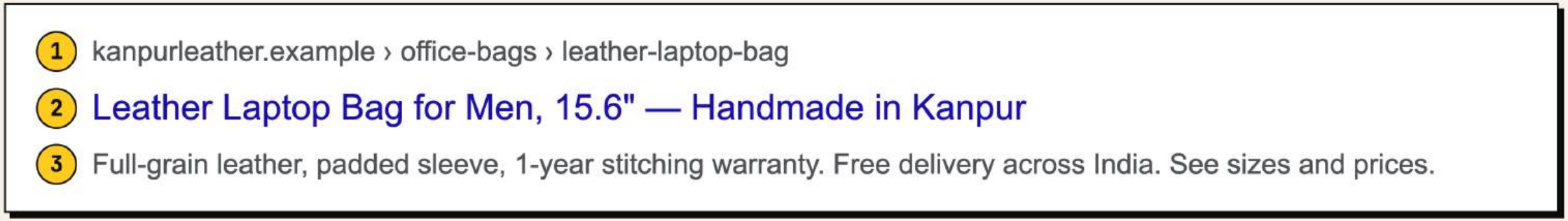
# INTENT DECIDES THE PAGE YOU BUILD

| Intent | Kanpur Leather Co. example | Page to build |
|---|---|---|
| Informational | "how to clean a leather bag" | Guide / how-to |
| Commercial | "best leather laptop bag for office" | Comparison / best-of — AI citation magnets |
| Transactional | "buy leather laptop bag online" | Product or category page |
| Competitor | "[brand] alternative" | Honest "vs" page |
| Local | "leather shop near me" | Google Business Profile |

Gold for a new site: **modest volume + low difficulty + commercial intent.**

B · ON-PAGE BASICS

# YOUR RESULT IS YOUR SHOP WINDOW




**1 URL** — short, readable words

**2 Title tag** — keyword first, ≤ 60 characters

**3 Meta description** — ≤ 155 characters, earns the click

**On the page**

One H1 that matches intent

H2s phrased as real questions

**Under the hood**

Fast on mobile · internal links

Image alt text · schema markup

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B · A FULLY OPTIMISED RESULT

# WHAT A PERFECT LISTING LOOKS LIKE




**1** Site name, logo, breadcrumb

**2** Title tag with the keyword

**3** Rating, price, stock — schema

**4** Meta description that sells

**5** Sitelinks — clear menu + internal links

**6** Product image with alt text

Schema makes you **eligible** for these extras — Google decides whether to show them. Test with Google's Rich Results Test.

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B · GOOGLE SEARCH CONSOLE · FREE

# MINE THE REPORT FOR BURIED WINS

| Total clicks | Impressions | Average CTR | Avg. position |
|---|---|---|---|
| 1.2K | 48K | 2.5% | 18.4 |

| Top query | Impressions | CTR | Position |
|---|---|---|---|
| leather laptop bag | 12,000 | 0.7% | 9.8 |
| leather wallet for men | 6,400 | 2.5% | 6.2 |
| how to clean leather bag | 3,100 | 0.8% | 14.6 |
| kanpur leather co | 900 | 23% | 1.4 |

**Quick wins:** position 5–15 — improve that page

**Title problems:** big impressions, CTR under ~1% — rewrite the title

**Accidental rankings:** no dedicated page yet — build one

**Cannibalisation:** two of your URLs split one query — merge

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B · CONTENT THAT RANKS

# BEAT THE CURRENT TOP 3

**EXPERIENCE**
We tested 6 bags in the monsoon — with photos

**EXPERTISE**
Written by a craftsman with 20 years at the bench

**AUTHORITY**
Other sites link to and mention you

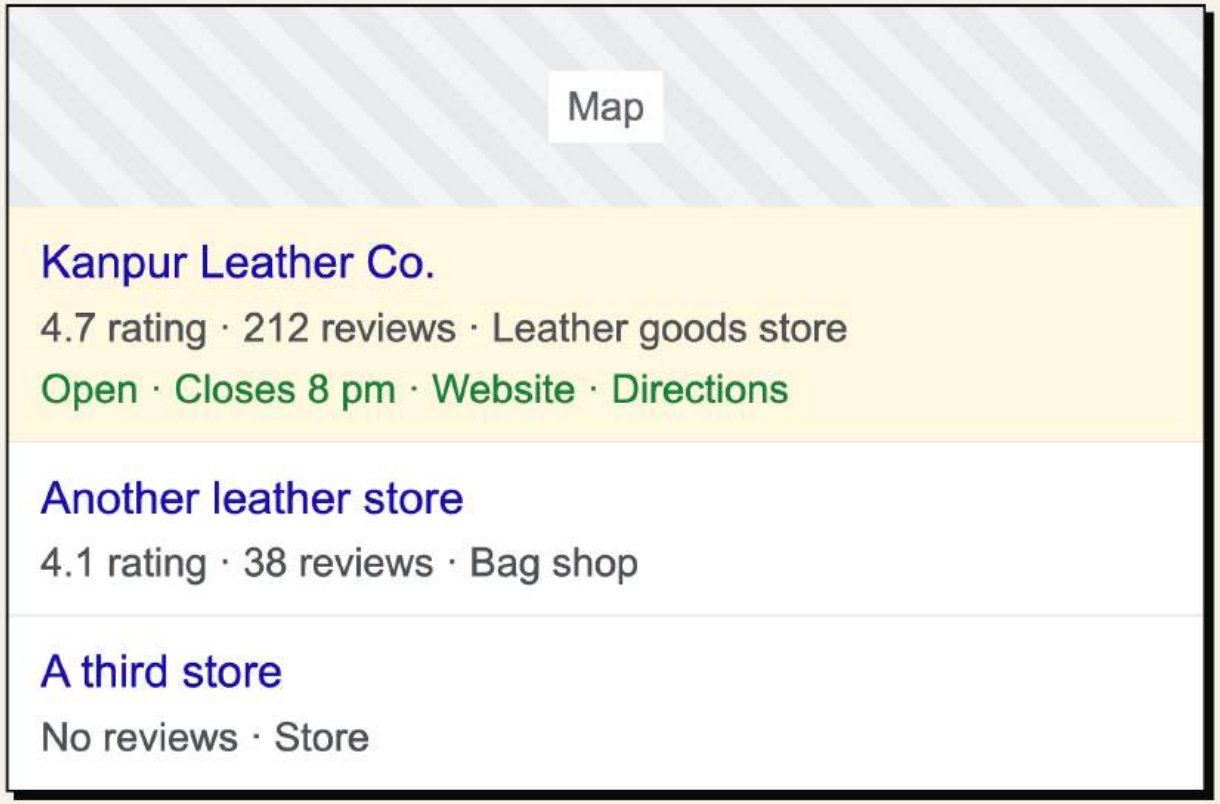
**TRUST**
Named author, date, sources, real reviews

THE BRIEF · BEFORE YOU WRITE ANYTHING IMPORTANT

1 · The search intent in one sentence · 2 · H2s phrased as real queries · 3 · A 40–60 word direct answer at the top · 4 · FAQs people actually ask · 5 · What all top 3 cover · 6 · 2–3 angles they all missed · 7 · First-hand evidence only you have

B · LOCAL SEO · GOOGLE BUSINESS PROFILE

# WIN THE MAP, WIN "NEAR ME"




- ✓ Claim and verify the profile
- ✓ Exact primary category
- ✓ Same name, address, phone everywhere
- ✓ Real photos, updated hours
- ✓ Ask every happy customer for a review — reply to all
- ✓ Post offers and updates weekly

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PART · 55 MIN

# C

# AI SEO, AIO & GEO: GET CITED IN THE ANSWER

”When people ask AI instead of Google, will it mention my business?”

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C · THE ALPHABET SOUP

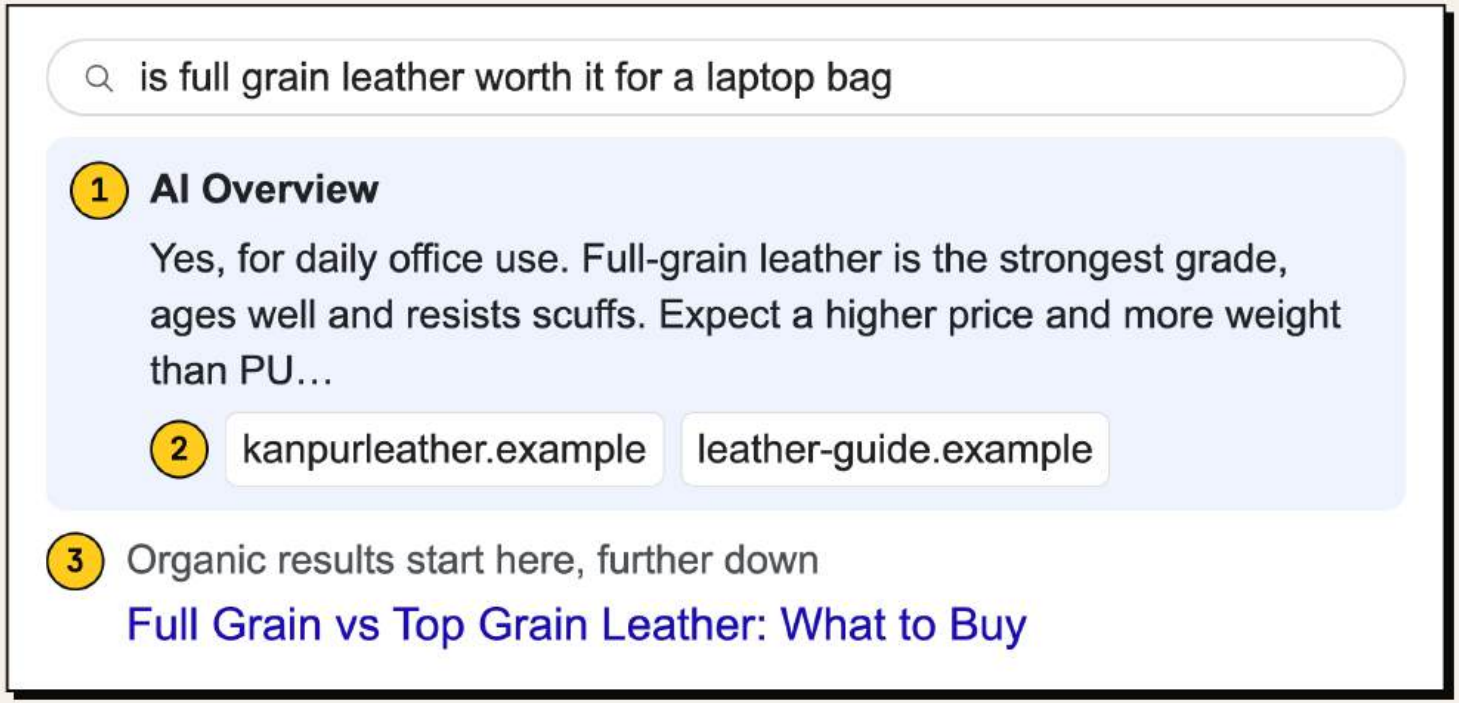
# SEO, AIO, AEO, GEO

| Term | Stands for | Where it shows | The goal |
|---|---|---|---|
| SEO | Search engine optimisation | Google's organic results | Rank and get the click |
| AIO | AI Overviews optimisation (AI SEO) | Google AI Overviews and AI Mode | Be a cited source |
| AEO | Answer engine optimisation | Snippets, People also ask, voice | Be the direct answer |
| GEO | Generative engine optimisation | ChatGPT, Gemini, Perplexity, Copilot | Be named and recommended |

**ONE FOUNDATION** Good SEO is the entry ticket. The others reward pages that are easy to quote, trusted, and consistent across the web.

C · AIO · GOOGLE AI OVERVIEWS

# THE CITED SOURCE IS THE NEW #1




**1** The answer is written for the searcher — many never scroll.

**2** A few source links. Being one of them is the win.

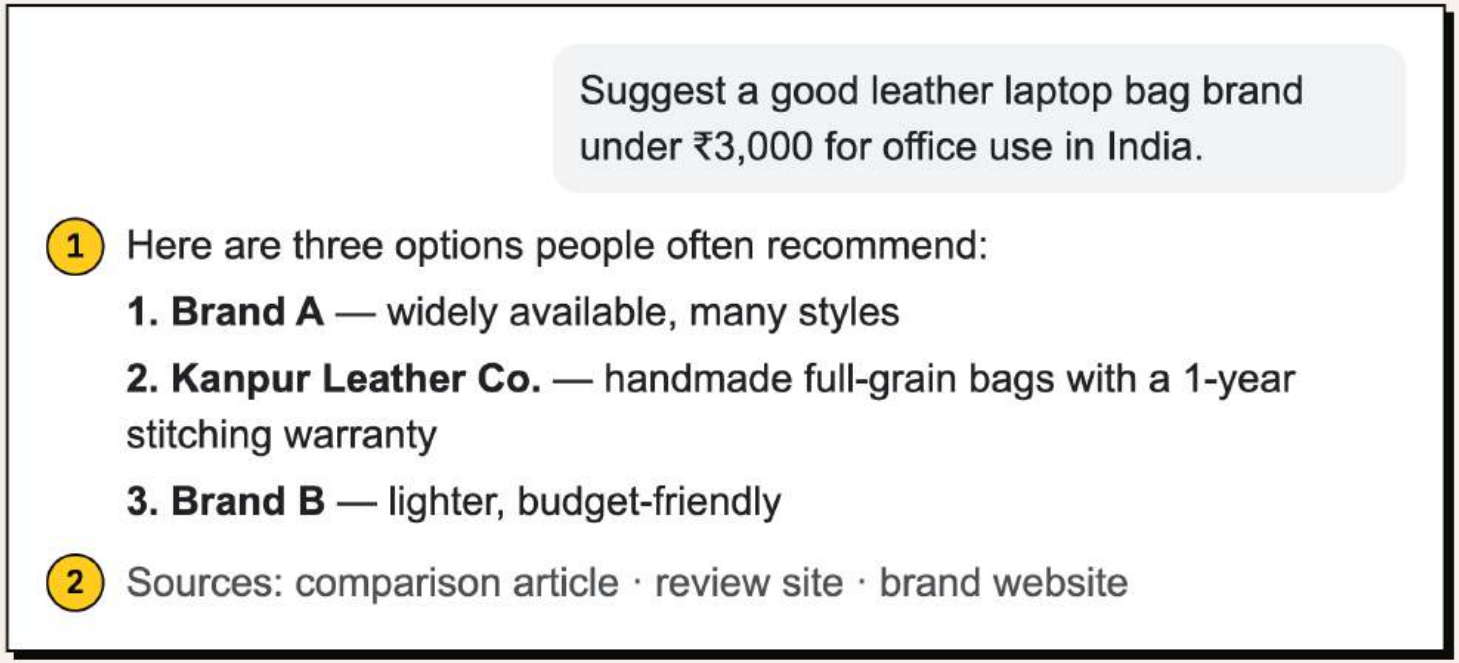
**3** Classic results get pushed down.

ILLUSTRATION · SIMPLIFIED, NOT A REAL SCREENSHOT · FICTIONAL SITES

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C · GEO · AI ASSISTANTS

# RECOMMENDED, OR INVISIBLE




**1** Are you in the list? Being absent = zero visibility.

**2** The reasons come from what the web says about you: reviews, comparisons, your own pages.

**Check:** is the description of you accurate?

ILLUSTRATION · A GENERIC AI ASSISTANT, NOT A REAL SCREENSHOT · FICTIONAL BRANDS

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C · QUERY FAN-OUT

# ONE QUESTION, MANY HIDDEN SEARCHES

**”best leather laptop bag for office”**

| | | | |
|---|---|---|---|
| full grain vs top grain leather | will it fit a 15.6” laptop? | how heavy is a leather bag? | is leather ok in monsoon rain? |
| leather vs canvas office bag | best handmade leather brands in India | leather laptop bag price range | how to care for a leather bag |

**White** = answer on the same pillar page, as H2s.

**Yellow** = deserves its own page, linked to the pillar.

C · GETTING CITED

# MAKE YOUR PAGE EASY TO QUOTE

**ANSWER FIRST**
A 40–60 word direct answer under each question heading

**STRUCTURE**
Question H2s, short lists, comparison tables, FAQ

**EVIDENCE**
Statistics, expert quotes, cited sources

**CONSISTENT ENTITY**
Same name, description and facts on site, profile, directories

**COMPARISONS**
Honest "best of" and "X vs Y" pages — citation magnets

**TRUST SIGNALS**
Named author, date, schema, mentions on other sites

**Research note:** Princeton's GEO study found adding citations, quotations and statistics raised visibility in AI answers by up to ~40%.

C · MEASURE AI VISIBILITY

# TRACK YOUR SHARE OF AI VOICE

| Tracked query | Assistant 1 | Assistant 2 | Assistant 3 |
|---|---|---|---|
| best leather laptop bag india | Named first | Named | Absent |
| handmade leather bags kanpur | Named first | Named first | Named |
| leather vs pu office bag | Absent | Absent | Absent |
| kanpur leather co vs brand A | Named | Named | Absent |

MENTION RATE

**8 / 12**

= 67% this month. Log it monthly with the competitor's rate.

**Fix 20 queries once** — never change them, or the trend breaks.

**Absent → named?** Note what you shipped that month.

**Always absent?** Build that comparison or guide page.

EXERCISE · 7 MIN · ON YOUR PHONE

# DOES AI KNOW YOU EXIST?

PROMPT 01 · BRAND CITATION AUDIT

```
You are an AI search visibility analyst. My brand is [brand], competing with [competitor 1, 2, 3] in [category/market]. For these queries: [paste your top 5-10 queries]. For each, tell me: (a) how you would answer it, (b) which brands you'd mention and why, (c) what [brand] would need to publish or change to be included. Output as a table: query | brands mentioned | why they win | my gap | fix.
```

1. Run it in two different assistants.

2. Where they disagree = your inconsistency.

3. Pick one "fix" to ship this month.

FEED REAL DATA · REPLACE EVERY [BRACKET] · INTERROGATE THE FIRST ANSWER

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WRAP · TAKE-HOME

# YOUR 30-DAY PLAN

## WEEK 1

FOUNDATION

Google tag + conversions

Search Console + GA4 linked

Google Business Profile verified

Break-even CPA worked out

## WEEK 2

LAUNCH

Search campaign: 15–30 keywords, negatives, full RSAs

Rewrite 3 weak titles from Search Console

## WEEK 3

FIRST READ

Search terms sweep

Publish one comparison page, answer-first

Ask 10 customers for reviews

## WEEK 4

STEER

AI visibility baseline: 20 queries

Max conversions if volume allows

Plan month 2

THANK YOU · QUESTIONS

# FOUND.
# CHOSEN.
# CITED.

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Playbooks: growthhacksbykuwar.netlify.app

Book a session: topmate.io/kuwarjeetsinghsidana