BILLU BHAIYA · FREE GUIDE

# AI Answers mein tumhara Brand

**AEO + GEO — ChatGPT, Perplexity, Gemini, Copilot mein kaise dikhein**

*Reel ka full version + templates*



SHURU KARNE SE PEHLE

# SEO ho gaya — phir bhi AI chup?

AI answer sirf ranking se nahi banta. Model dekhta hai: tumhara **brand kahan-kahan mention** hota hai aur kaun se **trusted sources** tumhare baare mein kya kehte hain.

**Ranking**
Zaroori — par sirf yeh kaafi nahi

**Brand mentions**
Reddit, YouTube, reviews, articles

**Trusted sources**
Jin sites pe AI bharosa karta hai

| | Goal | Kahan |
|---|---|---|
| **SEO** | Results ki **list** mein aana | Google, Bing |
| **AEO** · Answer Engine Optimization | Seedhe **jawab** mein aana | AI Overviews, Copilot, Perplexity |
| **GEO** · Generative Engine Optimization | Generated answer mein **naam + citation** | ChatGPT, Gemini, Claude |

## Roadmap

1. **Measure** — 30 buyer sawaal, prompt tracking sheet
2. **AI crawlers** — robots.txt + HTML rendering
3. **Answer-first** — sawaal, seedha jawab, phir stats
4. **Trust** — jahan buyers aur AI bharosa karte hain
5. **Prove** — har hafte, ek change, 4 hafte

STEP 1

# Measure

Guess mat karo. Pehle dekho **aaj** AI tumhare baare mein kya bolta hai — yahi tumhara baseline hai.

- ☐ **30 sawaal** likho jo buyer sach mein poochta hai ("best X for Y", "X vs Z", "X under ₹...")
- ☐ Har sawaal **ChatGPT, Perplexity, Gemini** (aur Copilot) mein
- ☐ Har sawaal **3 baar** — AI ka jawab har baar thoda alag hota hai
- ☐ Logged-out / naya chat — purani history se jawab na badle

## Prompt tracking sheet

| Sawaal | Engine | Run | Naam? | Link? | Cite? | Competitors |
|---|---|---|---|---|---|---|
| Best CRM for startups? | ChatGPT | 1 | ✓ | ✗ | ✗ | BrandA, BrandB |
| Best CRM for startups? | Perplexity | 1 | ✓ | ✓ | ✓ | BrandA |
| CRM under ₹1000? | Gemini | 1 | ✗ | ✗ | ✗ | BrandC |

**Score:** Mention rate = jitne answers mein naam aaya ÷ total runs. 30 sawaal × 3 runs × 3 engines = **270 answers.**

OUTPUT

Baseline: mention rate, citation rate, aur kaun se competitors baar-baar aate hain.

STEP 2

# AI Crawlers

AI tumhara page padh hi nahi payega toh quote kaise karega? **Search wale bots** ko allow karo; **training** alag faisla hai.

```
# robots.txt
# ChatGPT search mein dikhne ke liye
User-agent: OAI-SearchBot
Allow: /

# Perplexity search
User-agent: PerplexityBot
Allow: /

# Model training — tumhara faisla (Allow ya Disallow)
User-agent: GPTBot
Allow: /
```

| Bot / token | Kiska | Kis liye |
|---|---|---|
| **OAI-SearchBot** | OpenAI | ChatGPT search results |
| **GPTBot** | OpenAI | Model training |
| **PerplexityBot** | Perplexity | Perplexity search index |
| **Googlebot** | Google | Search + AI Overviews |
| **Google-Extended** | Google | Gemini training/grounding — Search pe asar nahi |
| **Bingbot** | Microsoft | Bing + Copilot answers |

**Galti mat karo:** Googlebot ya Bingbot block kiya toh AI Overviews aur Copilot se bhi gayab. Bot names badalte rehte hain — har company ki official docs check karo.

STEP 2 · PART 2

# HTML mein render

Har crawler JavaScript ek jaisa nahi chalata. Kai AI crawlers sirf **raw HTML** padhte hain — jo content sirf JS se aata hai, woh unke liye **hai hi nahi**.

```
# Test: kya zaroori content raw HTML mein hai?
curl -s https://mysite.com/pricing | grep -i "₹999"

# mila  → crawler ko dikhega ✓
# khaali → content sirf JavaScript se aa raha hai ✗
```

### ✓ Karo

- ☐ Pricing, features, FAQ — server-rendered (SSR/SSG)
- ☐ Next.js: Server Components / static pages
- ☐ Text ko text rakho (image mein nahi)

### ✗ Mat karo

- ☐ Main content client-side fetch se
- ☐ "Load more" ke peeche zaroori info
- ☐ Sab kuch tabs/accordion JS mein

**OUTPUT**

**Top 20 pages: zaroori jawab bina JavaScript ke HTML mein maujood.**

STEP 3

# Answer First

AI ko aisa content pasand hai jisse woh **seedha jawab utha** sake. Heading mein sawaal, neeche jawab, phir saboot.

```
## Startups ke liye best CRM kaunsa hai?        ← heading = sawaal

Chhote Indian startups ke liye MyBrand CRM best fit hai:
₹999/month, WhatsApp integration, 10 min setup.  ← 40–60 words

### Comparison                                    ← phir data
| CRM      | Price/month | WhatsApp | Setup   |
| MyBrand  | ₹999        | ✓        | 10 min  |
| BrandA   | ₹2,499      | ✗        | 2 din   |

Source: internal survey, 412 users, Oct 2026.     ← stats + date
```

- [ ] Ek page = ek main sawaal; har H2 ek follow-up sawaal
- [ ] Pehli 2 line mein jawab — "it depends" se shuru mat karo
- [ ] Numbers ke saath **source aur date**; author + "last updated"
- [ ] Comparison tables, pros/cons — AI inhe aasani se quote karta hai

OUTPUT

**Har buyer sawaal ke liye ek page jahan pehli 2 line mein saaf jawab hai.**

STEP 4

# Trust

AI apni website se zyada **doosron ki baat** par bharosa karta hai. Wahan dikho jahan buyers aur AI dono padhte hain.

| Jagah | Kya karo |
|---|---|
| **Reddit** | Apni niche ki threads mein genuinely help karo; affiliation batao |
| **YouTube** | Tutorials, comparisons, demo — saaf title + description |
| **Review sites** | Real customers se G2 / Capterra / Trustpilot reviews maango |
| **"Best X" articles** | Bloggers, newsletters ko product try karne do |
| **Docs / GitHub** | Public docs, examples — developers ke liye trust |

## Mentions asli hon — fake reviews nahi.

Fake reviews, sock-puppet accounts, spam comments — pakde jaate hain aur brand ka trust hi kha jaate hain.

OUTPUT

**Har mahine: 3 genuine mentions jahan tumhare buyers sawaal poochte hain.**

CHAMP KA SAWAAL

# Aur llms.txt? a

**llms.txt** ek proposed format hai: site ki root pe markdown file jo LLMs ko batati hai ki important pages kaunse hain.

```
# https://mysite.com/llms.txt
# MyBrand
> MyBrand chhote Indian startups ke liye CRM hai.

## Docs
- [Pricing](https://mysite.com/pricing): plans aur limits
- [Features](https://mysite.com/features): kya kya milta hai
- [Compare](https://mysite.com/vs/brand-a): MyBrand vs BrandA
```

**97%**

Ahrefs ke analysis mein llms.txt files ko **zero recorded requests** mili (reel ke mutabik).

**Verdict: optional.** 10 minute ka kaam hai, nuksaan nahi — par Step 1–4 ki jagah nahi le sakta. Pehle basics.

STEP 5

# Prove

**Har hafte wahi 30 sawaal** dobara chalao. Saath mein teen dashboards:

| Tool | Kya dikhata hai |
|---|---|
| **Bing WMT · AI Performance** | Copilot answers mein tumhari citations |
| **Search Console** | Google search clicks/impressions (AI Overviews wale bhi isi mein gine jaate hain) |
| **GA4** | AI tools se aaya traffic — neeche wala regex |

```
# GA4 → Admin → Channel groups → naya channel "AI assistants"
# Condition: Session source  matches regex
chatgpt\.com|perplexity\.ai|copilot\.microsoft\.com|gemini\.google\.com|claude\.ai
```

**Ek baar mein ek change.**
**Result 4 hafte baad — 4 din baad nahi.**

| Hafta | Change | Mention rate | AI traffic |
|---|---|---|---|
| 0 | Baseline | 11% | 40 |
| 4 | Pricing page answer-first | 17% | 62 |
| 8 | 3 Reddit + 1 YouTube mention | 24% | 95 |

Example numbers — tumhare alag honge.

CHECKLIST

# AI answers tak

## Pehla hafta

- [ ] 30 buyer sawaal + tracking sheet + baseline (3 runs)
- [ ] robots.txt: OAI-SearchBot, PerplexityBot allow; Googlebot/Bingbot block nahi
- [ ] Top 20 pages: content raw HTML mein (curl test)
- [ ] GA4 "AI assistants" channel group

## Pehla mahina

- [ ] Top 10 buyer sawaalon ke answer-first pages
- [ ] Comparison page: tum vs top 2 competitors
- [ ] Reddit / YouTube / review sites pe genuine presence
- [ ] (Optional) llms.txt

## Har hafta / har mahina

- [ ] Wahi 30 sawaal dobara — mention + citation rate
- [ ] Bing AI Performance, Search Console, GA4
- [ ] Ek change → 4 hafte → compare → agla change

EK LAST BAAT

# Neev = SEO.

**SEO** list mein laata hai.
**AEO + GEO** answer mein.

## Teen cheezein

1. **Indexed pages** — AI padh paye
2. **Clear answers** — AI quote kare
3. **Trust** — AI bharosa kare

**ChatGPT tumhare brand ke baare mein kya bolta hai? Reel pe comment karo 👇**

AI search tezi se badal raha hai — bot names, reports aur features ke liye official docs check karo. Templates starting point hain.

