



Ritik Namdev

Free Workbook

AI SEO Course Workbook 2026: Rank on Google and Get Recommended by ChatGPT

The companion workbook to the free 2-hour AI SEO course. One exercise per module, ending in your own 90-day plan.

You get one hands-on exercise for every module of the AI SEO Complete Course, with templates and checklists. Finish it and you have a 90-day plan built for your own business, using free tools.



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SEO since 2018 · I help founders get customers from Google + AI search
ritiknamdev.com · Updated 2026-10

How to use it

1. Watch a module, then do its section here before moving on.
 2. Keep one Google Sheet for all your answers: questions, pages, tests.
 3. Finish with the 90-day plan and put the weekly tasks in your calendar.
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Modules 0-1: Where your buyers look, and how each tool finds answers

1 Ask 3 recent customers how they researched you

Did they Google, ask ChatGPT, read Reddit, ask a friend? Write the exact words they typed if they remember.

2 Learn the one fact that matters most

Google: to appear in AI Overviews or AI Mode, a page must be indexed and eligible to show with a snippet. No extra requirements. So SEO basics come first.

3 Know who reads your site

Googlebot (Google Search and its AI features), Bingbot (Bing and Copilot), OAI-SearchBot (ChatGPT search), PerplexityBot (Perplexity search). GPTBot and Google-Extended are training/grounding tokens, separate from search.

4 Write your baseline

Open Search Console: note last 3 months' clicks and impressions. That's your 'before' number.

Module 2: How AI picks which sources to quote

What's documented vs. what's assumed. Keep the two apart.

- ☐ **Fact: Google AI features pick from indexed pages and may run a 'query fan-out' to find more supporting pages.**

Google Search Central, AI features and your website.

- ☐ **Fact: Perplexity searches the web in real time and shows numbered citations.**

Perplexity's 'How does Perplexity work?' FAQ.

- ☐ **Evidence: in a lab benchmark, adding citations, quotes and statistics raised visibility in generative answers by up to 40%.**

Aggarwal et al., GEO paper (2023). A benchmark, not a guarantee for your site.

- ☐ **Hypothesis: AI repeats what many sources agree on.**

Widely believed; no official confirmation. Treat it as a reason to earn mentions, not a rule.

- ☐ **Open: exact ranking signals for ChatGPT search citations.**

OpenAI hasn't published them.

Module 3: Build the 4 pages every business needs

About page outline

H1: About [BRAND]

First line: [BRAND] is a [what] in [where], run by [name] since [year].

Who we serve: [customer type]

What makes us different: [2-3 specific facts, with numbers]

Credentials / proof: [licences, awards, press, years]

Contact: [address, phone, email, hours]

Write facts AI can repeat word for word. No 'passionate about excellence'.

Service page outline (one per service)

H1: [Service] in [City]

First line: We [do what] for [who] in [area], usually in [timeframe].

What's included

Who it's for / not for

Price: starts from [X] (or how pricing works)

Process: steps 1-4

FAQ: 3-5 questions customers really ask

Call to action

One page per service. A single 'Services' page with everything gets matched to nothing.

Pricing page outline

H1: [BRAND] pricing

First line: [Service] costs [range] depending on [factors].

Table: package | price | what's included | best for

What changes the price

What's not included

FAQ: 'Why does it cost more than X?', 'Do you offer payment plans?'

Even 'starts from' beats nothing. Buyers ask AI about price all the time.

FAQ page outline

H2: [Question in customer's words]

Answer: [direct answer in 1-2 sentences]

[Optional: 2-4 more sentences of detail, a number, a link]

...repeat for 10-20 questions

Pull questions from emails, calls, reviews and Search Console queries.

Module 4: Write answers AI can lift

☐ Every H2 is a question a buyer actually asks.

Matches how people prompt AI tools.

- ☐ **The first sentence after the heading answers it directly.**

Easy to quote. Detail comes after.

- ☐ **Use specific facts: numbers, prices, dates, locations, names.**

Specific statements are quotable; vague ones aren't.

- ☐ **Cite your sources with links.**

One of the strongest methods in the GEO benchmark.

- ☐ **Show the author and a true updated date.**

Google's helpful content guidance asks who created the content and why.

- ☐ **Write it yourself or edit AI drafts heavily.**

Google allows AI-assisted content, but mass-producing pages to manipulate rankings breaks its spam policies.

Module 5: Earn mentions, reviews and list placements

1 Find the lists

Google 'best [category] in [city]' and 'best [category] for [use case]'. List the top 10 pages. Those are what AI tools often read.

2 Ask for a fair listing

Email each list owner with one line on why you fit and the facts they'd need. Don't pay for fake reviews or placements.

3 Ask for reviews every week

Ask happy customers for a Google review and reply to every review. Google says reviews and replies help local prominence.

4**Show up in discussions**

Answer questions in 2-3 relevant subreddits or forums, disclosing who you are. Use the Reddit playbook.

5**Pitch 3 podcasts or newsletters**

Offer a specific story or data you're allowed to share. Each mention is a source AI can find.

Module 6: Technical basics AI crawlers need

**Site verified in Google Search Console and Bing Webmaster Tools.**

Free, and the only way to see what search engines see.

**robots.txt allows Googlebot, Bingbot, OAI-SearchBot and PerplexityBot.**

Each company documents these as the crawlers for their search features.

**Decide on GPTBot and Google-Extended separately.**

Training/grounding tokens. Google says Google-Extended doesn't affect Google Search inclusion.

**CDN/firewall doesn't block AI crawlers by accident.**

Google's AI features guide lists crawling allowed 'by any CDN or hosting infrastructure'.

**Key content is HTML text, not only images or scripts that fail to load.**

Google: make important content available in textual form.

**Structured data matches visible content; validate it.**

Use Google's Rich Results Test and the Schema.org validator.



Pages load fast on mobile.

Check with PageSpeed Insights; Google lists page experience in its AI features best practices.

Module 7: Test and track your AI visibility

Monthly test sheet

Date | Tool | Question | Named? (Y/N) | Position | Competitors named | Cited URLs | Wrong facts | Fix

Tools: ChatGPT (search on), Gemini, Perplexity, Google AI Mode

Questions: 5 buyer questions, same every month

Run each 3 times; record how many times you appear (0-3)

Answers vary. Counting appearances across 3 runs is more honest than one screenshot.

Search Console check

Performance > Search results > last 28 days vs previous period

Note: clicks, impressions, CTR for your 10 key pages

AI Overviews/AI Mode traffic is included under 'Web', not split out

Rising impressions with flat clicks is worth noting, but don't assume the cause without checking the queries.

Featured pick

theStacc

theStacc plans, writes, SEO-scores and publishes blog articles, schedules Google Business Profile posts and drafts review replies, and its analytics track visits from AI assistants alongside Search Console and GA4. It's paid with a 3-day trial; everything in this workbook can also be done by hand for free.

Disclosure: I work at theStacc as a product growth marketer, so I am biased. Compare it against the free options on this page and pick what fits you.

Module 8: AI search for local businesses

- ☐ **Google Business Profile verified, with every field filled: category, hours, services, attributes, photos.**

Google: complete and accurate info makes you more likely to show in local results.

- ☐ **Name, address and phone match exactly on your site and every listing.**

Conflicting facts give AI tools conflicting answers.

- ☐ **A page per service area you actually serve, with real local details.**

Thin copy-paste city pages risk Google's doorway/scaled content spam rules.

- ☐ **Reply to every review.**

Google says positive reviews and helpful replies help you stand out.

- ☐ **Test 'best [service] in [city]' in AI tools monthly.**

This is the prompt local buyers use.

Module 9: Your 90-day AI SEO plan

1 Days 1-7: foundations

Search Console + Bing Webmaster Tools verified, robots.txt checked, baseline numbers written, monthly test run once.

2 Days 8-30: the 4 pages

About, one page per service, pricing, FAQ. Publish one every few days.

3 Days 31-60: answers

Rewrite your top 10 pages so each heading is a buyer question with a direct first-sentence answer and sourced facts.

4 Days 61-90: mentions

Contact 10 list owners, ask for reviews weekly, answer forum questions twice a week, pitch 3 podcasts or newsletters.

5 Day 90: retest

Run the same monthly test and Search Console check. Compare with day 1. Keep what moved, fix what didn't.

Sources

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- Schema Markup Validator — <https://validator.schema.org/>

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