



Ritik Namdev

Free Cheat sheet

Reddit Playbook for Businesses: Show Up Where Buyers Ask, Without Getting Banned

Why Reddit shows up in Google and AI answers, using only public facts, plus a safe weekly routine and reply templates that help first.

You get the public timeline of why Reddit is everywhere in search, the rules that matter, and a 30-minute weekly routine. Use it to show up in the threads your buyers read without spamming.



Ritik Namdev

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

How to use it

1. Read the timeline so you know why Reddit matters for Google and AI answers.
 2. Find 3-5 subreddits where your buyers talk, and read each one's rules before posting.
 3. Run the weekly routine for 8 weeks. Use the templates as starting points, never copy-paste them unchanged.
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Why Reddit is everywhere: the public timeline

When	What happened	Source
2023	Google said it was working to surface helpful first-hand content from forums, social media and blogs (later described as its 'hidden gems' ranking work, part of core ranking).	Google statements reported by Search Engine Roundtable, Nov 16, 2023
Nov 2023	Google expanded the 'Perspectives' filter that shows content from social platforms, forums and other communities.	Google blog, November 2023 Search update
Feb 22, 2024	Google and Reddit announced an expanded partnership: Google gets Reddit's Data API to surface Reddit content more in its products; Reddit uses Google's Vertex AI.	Google blog
May 16, 2024	OpenAI and Reddit announced a partnership bringing Reddit content to ChatGPT via Reddit's Data API.	OpenAI announcement
Dec 2024	Reddit launched Reddit Answers, an AI search tool that summarises Reddit discussions with links to the threads.	Reddit announcement, covered by Engadget

The rules that get businesses banned

- ☐ **Participate authentically in communities where you have a personal interest. No spam or content manipulation.**

Reddit Rule 2. Content manipulation includes vote manipulation, like asking staff to upvote you or using extra accounts.

- ☐ **Don't pretend to be a happy customer. Say you work there.**

Reddit Rule 5: be authentic, don't intentionally mislead others or impersonate. Undisclosed brand accounts are the fastest way to lose trust.

- ☐ **Read every subreddit's rules and sidebar before posting.**

Subreddit rules can be stricter than sitewide rules. Many ban links or self-promotion completely.

- ☐ **Never buy upvotes, aged accounts or 'Reddit marketing' comment packages.**

That is content manipulation under Rule 2, and those accounts get banned along with your domain's reputation.

- ☐ **Keep self-promotion a small part of what you do.**

A common community norm (often quoted as 90/10) is that most of your activity should be helping, not linking. Treat it as a guideline, not an official number.

The 30-minute weekly routine

1 1. Find the threads (5 min)

Search Google for '[your category] reddit' and '[problem] reddit'. The threads that rank there are the ones buyers and AI tools read. Bookmark the top 10.

2**2. Set alerts (one time)**

Add your brand name, competitors and 2-3 problem phrases to F5Bot so you get an email when they're mentioned. Reddit Pro's Trends tab can also show conversation volume for a keyword.

3**3. Answer 2-3 questions properly (15 min)**

Pick questions you can actually answer. Give the full answer in the comment itself. Mention your product only if it truly fits, and say you work there.

4**4. Share one useful thing (5 min)**

Once a week at most: a real breakdown, numbers you're allowed to share, or a lesson from a mistake. No link unless the subreddit allows it and it adds something.

5**5. Fix what you learn (5 min)**

Every repeated question is an FAQ your website is missing. Add it to your site in customers' own words.

Reply templates (edit before using)

Helpful answer with disclosure

Short answer: [direct answer in one sentence].

Longer version: [2-4 sentences with the specific steps, numbers or trade-offs].

What I'd avoid: [one common mistake].

Disclosure: I run/work at [BRAND], which does [what]. You don't need us for this, the steps above work on their own.

The disclosure line protects you. The 'you don't need us' line is what earns the upvote.

When someone asks for a recommendation in your category

Depends on [the key factor]. If you need [A], look at [COMPETITOR OR OPTION]. If you need [B], [OPTION]. Full disclosure, I work at [BRAND], which is best for [specific case]. Happy to answer questions either way.

Naming a competitor where it genuinely fits makes you believable.

Reply to a complaint about your brand

Hi, I'm [NAME] from [BRAND]. Sorry this happened. [Acknowledge the specific problem]. Can you DM me your [order/account] so I can fix it? If we got it wrong, I'd rather know.

Never argue in public. Other buyers read how you handle it.

Message to a moderator before posting

Hi mods, I work at [BRAND] ([what we do]). I'd like to share [the useful thing] with r/[SUB]. No link unless you're OK with it. Is this allowed, and is there a format you prefer?

Asking first is cheap. Getting your domain banned is not.

Free tools for Reddit research

1

F5Bot (<https://www.f5bot.com/>) Free plan, no credit card; paid plans exist

Emails you when your keywords appear on Reddit, Hacker News or Lobsters.

Best for: Brand and competitor mention alerts

2

Reddit Pro (<https://www.reddit.com/business/pro>) Free

Reddit's own tools for businesses, including a Trends tab that tracks conversation about a keyword and the communities discussing it.

Best for: Finding which subreddits talk about your category

3**Reddit Answers** (<https://www.reddit.com/answers/>)

Free; rollout varies by country

Reddit's AI search that summarises discussions and links to threads.

Best for: Seeing which threads Reddit itself surfaces for a buyer question

4**Google Search** (<https://www.google.com/>)

Free

Add 'reddit' to a query or use site:reddit.com.

Best for: Finding the threads that already rank and get read

Sources

- Google blog: An expanded partnership with Reddit (Feb 22, 2024) — <https://blog.google/inside-google/company-announcements/expanded-reddit-partnership/>
- OpenAI and Reddit partnership (May 16, 2024) — <https://openai.com/index/openai-and-reddit-partnership/>
- Reddit Rules — <https://www.redditinc.com/policies/reddit-rules>
- Search Engine Roundtable: Google hidden gems ranking system (Nov 16, 2023) — <https://www.seroundtable.com/google-search-hidden-gems-ranking-algorithm-36388.html>
- Google blog: Search updates, November 2023 — <https://blog.google/products/search/google-search-november-2023-update/>
- TechCrunch: Reddit intros Trends tools for businesses (Jan 7, 2025) — <https://techcrunch.com/2025/01/07/reddit-intros-new-trends-tools-for-businesses-and-an-ama-ad-format/>
- Engadget: Reddit introduces Reddit Answers — <https://www.engadget.com/social-media/reddit-introduces-ai-powered-reddit-answers-search-feature-140028655.html>
- F5Bot — <https://www.f5bot.com/>

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<https://ritiknamdev.com/resources/reddit-playbook/>