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2027 EDITION · FREE E-BOOK

The Digital Marketing Playbook 2027

How to grow on Google, AI search, social media and paid ads: a practical digital marketing e-book with checklists, budgets and a 90-day action plan.

SEO · AI search: AEO and GEO · Local SEO · Google and Meta ads · Social and video · Email and WhatsApp · GA4 and tracking · CRO

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Data sources cited inside

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What is inside

18 chapters, written for planning digital marketing in 2027. Numbers in purple, like this[1], link to the sources on the last pages.

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01

START HERE

How to use this e-book

Digital marketing in 2027 is not one channel. It is a system: people search on Google, ask ChatGPT, check reviews, see your ad on Instagram, read your LinkedIn post and only then fill in a form or send a WhatsApp message. This playbook shows you how to build that system without wasting budget.

I have worked in search for more than 22 years. I started SEO Discovery in 2004 and today our team runs SEO, AI search, paid ads and social media for businesses in more than 20 countries, from local service companies to brands such as ACKO, Mercedes-Benz, Toyota and ELLE. Everything in this guide comes from that work, and every statistic is linked to its original source at the back.

Who this guide is for

- Business owners who want more leads and sales from online channels
- Marketing managers planning budgets and priorities for 2027
- Founders who need a clear, honest view of what works now
- Freelancers and agency teams who want a practical checklist

How the playbook is structured

Part	What you get
Chapters 2 and 3	The big shifts and a simple way to choose your channels
Chapters 4 to 12	Channel by channel: SEO, AI search, local, ads, social, video, email, tracking, conversion and B2B
Chapters 13 and 14	How to split your budget and a 90-day action plan
Chapters 15 and 16	A master checklist and a plain-English glossary

> **How to read it.** Read chapters 2 and 3 first. Then jump to the channels you use today. Finish with the 90-day plan in chapter 14 and pick three actions to start this week.

02

THE LANDSCAPE

Seven shifts shaping digital marketing in 2027

The tools change every year, but a few deep shifts decide where your budget should go. These seven are already visible in the data.

1. Answers are replacing clicks. When a Google AI summary appeared, users clicked a result on 8% of visits, against 15% when there was no summary[1]. Ahrefs measured a 58% lower average click-through rate for the top-ranking page when an AI Overview is present (300,000 keywords, December 2025)[2].



Source: Pew Research Center, March 2025 data[1]

2. AI search is mainstream. Google reports more than 2 billion monthly users of AI Overviews in over 200 countries and territories, and more than 100 million monthly users of AI Mode in the US and India[3]. ChatGPT has more than 800 million weekly users[4].

3. AI visitors convert well. Adobe saw a 693.4% rise in traffic to US retail sites from generative AI tools in the 2025 holiday season, and those visitors converted 31% better than other traffic[5]. The volume is still small: ChatGPT referrals were 0.32% of all website visits in May 2026[6].

4. Brand mentions matter more than ever. Across 75,000 brands, branded web mentions had a 0.664 correlation with Google AI Overview visibility, the strongest factor studied[9].

5. Speed to lead wins. Firms that tried to contact a lead within an hour were about 7 times more likely to qualify it, yet 23% of companies never responded at all[13].

6. Privacy rules shape measurement. Advertisers using Google tags for traffic in the European Economic Area must collect and send consent signals to keep using them for measurement and personalisation[19].

7. AI agents are starting to browse. OpenAI launched ChatGPT agent in July 2025; it can navigate websites, filter results and plan and book tasks for users[25]. Your site now needs to work for software visitors as well as people.

What it means for you. Rankings alone are not enough. In 2027 you need to be found on Google, mentioned and cited by AI tools, trusted in reviews, and fast to respond when someone reaches out.

What has not changed

People still buy from brands they trust

Reviews, real results and a recognisable expert behind the business still decide most purchases.

Good websites still win

AI tools and search engines both rely on clear, fast, well-structured pages with useful answers.

Offers still matter

A strong reason to act now beats clever targeting with a weak offer.

Measurement still decides budgets

The businesses that grow are the ones that know which channel brings each lead and sale.

03

PLAN BEFORE YOU SPEND

Strategy first: the Growth Map

Most wasted marketing budget comes from picking channels before agreeing on the goal. The Growth Map is a one-page plan that fixes that. Fill it in before you change anything else.

1. One clear goal

Choose a single business number for the next 90 days: qualified leads, booked calls, online sales or trial sign-ups. Write the current baseline next to it.

2. One main customer

Describe the buyer who brings the most profit: their problem, the words they use, where they research and what makes them trust a business.

3. The buying journey

List the steps from first search to purchase. Note where people drop out today and what question they still have at that point.

4. The offer

Give people a strong reason to act now: a free audit, a quote in 24 hours, a demo, a starter package or a useful guide like this one.

Match channels to intent

Buyer stage	What they are doing	Best-fit channels
Ready to buy	Searching for a service, price or "near me"	Google Ads, local SEO, Google Business Profile, Shopping
Comparing	Reading reviews, asking AI tools for the best option	AI search visibility, reviews, comparison pages, retargeting
Learning	Looking for answers and ideas	SEO content, YouTube, LinkedIn, email newsletter
Not aware yet	Scrolling social feeds	Meta and TikTok ads, short video, creators

Rule of thumb. Start where intent is highest and the path to revenue is shortest. Small budgets should almost always begin with "ready to buy" channels before spending on awareness.

Questions to answer before launch

- [x] What is one lead or sale worth to us, and what can we afford to pay for it?
- [x] How fast can we reply to a new enquiry, including evenings and weekends?
- [x] Can we track every lead back to the channel that created it?
- [x] Which page will each campaign send people to, and does it answer their main question?

Your Growth Map worksheet

Item	Your answer
90-day goal and baseline	
Main customer and their problem	
Words they use when searching	
Main offer and call to action	
Value of one lead or sale	
Top two channels to start with	
Who replies to leads, and how fast	

04

SEARCH ENGINE OPTIMISATION

SEO foundations that still win

AI answers are built on top of search indexes, so classic SEO is still the base layer. The difference in 2027 is that average content no longer gets a chance: 96.55% of the 14 billion pages Ahrefs studied get no organic traffic from Google at all[7].

The three reasons pages get no traffic

No demand

The page targets a topic nobody searches for. Fix it with keyword research before writing.

No authority

The #1 result has 3.8 times more backlinks on average than positions 2 to 10[8]. Earn links and mentions.

Wrong intent

The page does not match what searchers want: a guide where they wanted prices, or the reverse.

Technical checklist

- [x] Every important page is indexable, in the XML sitemap and linked from other pages
- [x] Pages load quickly on mobile and do not shift around while loading
- [x] One clear title tag and H1 per page, written for the searcher
- [x] Structured data for your organisation, services, products, FAQs and reviews where it fits
- [x] No duplicate pages competing for the same keyword (keyword cannibalisation)
- [x] Redirects in place after any URL change or redesign

Content that ranks and gets cited

1. **One page per intent.** Map each keyword group to a single page so you never compete with yourself.
2. **Answer first.** Put a direct answer in the first 40 to 60 words, then the detail.
3. **Show experience.** Add real examples, numbers, photos and the name of the expert behind the advice.
4. **Keep it current.** Update key pages at least twice a year and show the date.
5. **Link with purpose.** Connect related pages so both readers and crawlers can follow the topic.

> **Quick win.** Find pages ranking in positions 5 to 15 in Google Search Console. Improve their titles, answer the main question earlier and add internal links. These pages often move faster than new content.

Keyword research in 30 minutes

1. List the services or products you sell and the problems they solve.
2. Type each into Google and note the suggestions, People Also Ask questions and related searches.
3. Check the same terms in a keyword tool for monthly volume and difficulty.
4. Group keywords that share the same intent, and give each group one page.
5. Prioritise groups with buying intent and realistic difficulty for your site.

05

BE THE ANSWER AI GIVES

AI search: AEO and GEO

Answer engine optimisation (AEO) makes your content the direct answer to a question. Generative engine optimisation (GEO) makes your brand the one AI tools mention and recommend. Together they decide whether buyers hear your name inside ChatGPT, Gemini, Perplexity and Google AI Overviews.

2B+
monthly users of Google AI Overviews[3]

800M+
weekly ChatGPT users[4]

780M
Perplexity queries in May 2025[26]

How AI tools choose sources

AI answers lean on sources that are easy to find, easy to read and widely trusted. In Yext's study of 6.8 million citations across ChatGPT, Gemini and Perplexity, 86% came from websites, listings and reviews that brands manage themselves[10]. Semrush found 80% of the Reddit posts cited in AI answers had fewer than 20 upvotes, so relevance beats popularity[11].

Google says there are no extra technical requirements to appear in AI Overviews or AI Mode beyond being indexed and eligible to show in Search, so solid SEO remains the entry ticket[28].

The AI visibility checklist

- **Let the right bots in.** OpenAI uses separate crawlers for search, user actions and model training, so you can allow search while opting out of training[27]. Check that your firewall or CDN does not block them.
- **Make facts easy to lift.** State prices, services, locations and policies plainly, in HTML text, not only in images or scripts.
- **Write answer-first pages.** Use the question as a heading and answer it in one or two sentences.
- **Be consistent everywhere.** Your name, services and claims should match on your site, Google Business Profile, LinkedIn, directories and review sites.
- **Earn mentions.** Get included in "best of" lists, industry roundups, podcasts, forums and press coverage.
- **Track it.** Test your key buyer questions in each AI tool every month and record who gets mentioned.

> **Try this today.** Ask ChatGPT, Gemini and Perplexity: "Who is the best [your service] in [your city]?" Note which competitors appear and which websites are cited. Those sources are your outreach list.

An answer-first page structure

Section	What to write
Question heading	The exact question buyers ask, in their words
Short answer	40 to 60 words that answer it directly
Detail and steps	Lists, steps or a table that expand the answer
Proof	Numbers, examples, sources and the named expert
Next step	A clear link to the service, product or contact page

06

WIN YOUR AREA

Local SEO and reviews

For any business that serves customers in a city or region, local search is where the money is. And local discovery is moving into AI tools too: in BrightLocal's 2026 survey, 45% of US consumers said they use ChatGPT or other AI tools for local business recommendations[12].



Source: BrightLocal Local Consumer Review Survey 2026[12]

Your Google Business Profile

- Exact business name, address and phone number, matching your website
- The most specific primary category, plus relevant secondary categories
- Services, products, opening hours, holiday hours and booking links filled in
- Fresh photos every month and regular posts about offers and updates
- Questions answered and every review replied to within a few days

A simple review engine

1. Ask every happy customer, at the moment they are happiest, with a direct link.
2. Make it easy: one tap from SMS, WhatsApp or email.
3. Reply to every review, good or bad, in a calm and helpful tone.
4. Never buy or fake reviews. Platforms remove them and it destroys trust.

Beyond Google

Claim and complete your listings on Apple Business, Bing Places, industry directories and review sites your customers use. Build a page for each main service and each city you serve, with real local proof such as projects, photos and testimonials.

> **Local quick win.** Search your main service plus "near me" on your phone. If your profile is missing from the map results, start with categories, reviews and photos before anything else.

07

GOOGLE ADS, META AND RETARGETING

Paid media that pays back

Paid ads are the fastest way to test demand and generate leads, but only if the account is built around profit, not clicks. Use this chapter as a health check for any Google or Meta account.

Google Ads

- **Search first.** Start with high-intent keywords such as service, price and location terms. Add negative keywords weekly.
- **Performance Max with care.** Feed it accurate conversions, strong assets and audience signals, and exclude existing customers where it makes sense.
- **Shopping for ecommerce.** A clean Merchant Center feed with full titles, attributes and correct prices is half the result.
- **Bid on real value.** Track qualified leads or sales, not page views, so Smart Bidding learns what matters.

Meta ads (Facebook and Instagram)

- **Creative is the targeting.** Test several hooks and formats; refresh winners before they tire.
- **Fix the signal.** Run the Conversions API alongside the Pixel; Meta deduplicates matching browser and server events within 48 hours[20].
- **Click-to-WhatsApp** campaigns work well in markets where people prefer chat over forms.

Retargeting

Most visitors do not buy on the first visit. Build audiences of people who viewed pricing, started a form or watched a video, and show them proof: reviews, case studies and a clear offer. Keep frequency sensible and exclude people who already converted.

Monthly check	Healthy sign
Search terms report	Most spend on relevant, buying-intent searches
Conversion tracking	Ad platform leads roughly match your CRM
Cost per qualified lead	Below what a lead is worth to you
Landing pages	One page per offer, fast and mobile-friendly

08

ATTENTION AND TRUST

Social, LinkedIn, video and AI creative

Social channels build the familiarity that makes people choose you later. Video is now the default format: 89% of businesses use video as a marketing tool, and 51% of video marketers say they have used AI tools to create or edit marketing videos[23].

Pick your platforms by audience

Platform	Best for	Content that works
LinkedIn	B2B, founders, professional services	Founder stories, lessons, short case studies
Instagram and Facebook	Local, ecommerce, lifestyle	Reels, before and after, offers, behind the scenes
YouTube	Education, high-consideration buys	How-to videos, reviews, explainers
TikTok	Younger audiences, consumer brands	Fast, native, creator-style clips

A content system you can keep up

1. Choose three content pillars linked to what you sell.
2. Turn one long piece (a webinar, guide or podcast) into many short posts and clips.
3. Post consistently for 90 days before judging results.
4. Reply to comments and messages quickly; conversations build reach.

Using AI for creative, responsibly

- [x] Use AI for drafts, variations, translations and product scenes, then edit by hand for brand and accuracy.
- [x] YouTube requires creators to disclose realistic AI-generated or altered content, such as making a real person appear to say something they did not[24].
- [x] Never invent testimonials, reviews or customer stories with AI.

LinkedIn quick win. Post one practical lesson from a real client project each week, with one clear takeaway. Posts from a real person often feel more trustworthy than company updates.

A simple weekly content plan

Day	Post type	Example
Monday	Lesson	One mistake we fixed for a client and what changed
Wednesday	Short video	A 45-second answer to a common customer question
Friday	Proof	A review, result or behind-the-scenes photo

09

FOLLOW-UP THAT CONVERTS

Email, SMS and WhatsApp: speed to lead

The fastest business usually wins the deal. Firms that tried to reach a lead within an hour were about 7 times more likely to qualify it than those who waited even an hour longer, and 23% of companies never responded at all[13]. Customers expect it too: 57% expect businesses to respond within 15 minutes[14].

Build the speed-to-lead system

1. Send an instant automatic reply by email, SMS or WhatsApp with the next step.
2. Alert the right person immediately, with the lead's details and source.
3. Call or message within minutes during business hours.
4. Follow up several times over two weeks with useful content, not just "checking in".

Email that reaches the inbox

Gmail treats anyone sending more than 5,000 messages a day to Gmail addresses as a bulk sender, requiring SPF, DKIM, DMARC and one-click unsubscribe, and asks senders to keep spam rates below 0.3%[15]. Outlook began enforcing similar authentication rules for high-volume senders in May 2025[16].

- [x] Set up SPF, DKIM and DMARC on your sending domain
- [x] Only email people who opted in, and make unsubscribing easy
- [x] Clean your list of bounces and inactive contacts every quarter
- [x] Send useful content: a newsletter people would miss if it stopped

Reactivate your old leads

Your CRM is full of people who once showed interest. A short, honest campaign with a new offer or useful update often brings back a share of them at almost no cost. Respect consent rules in your country, and stop contacting anyone who asks.

> **Test yourself.** Fill in your own website form tonight. How long until someone replies? If the answer is "tomorrow", fixing that may be the most profitable change in this book.

10

TRUST YOUR NUMBERS

Measurement: GA4, tags and consent

If the data is wrong, every decision built on it is wrong too. Tracking problems are common and costly: duplicate conversions, missing form leads and payment sites that steal credit for sales.

GA4 facts every marketer should know

- Standard GA4 properties keep event data for explorations and funnel reports for either 2 or 14 months. Set it to 14 months[17].
- Standard Universal Analytics stopped processing data in July 2023, and its data was deleted from July 2024, so GA4 is now your only Google Analytics history[18].
- For traffic in the European Economic Area, Google requires consent signals for tags used in ads measurement and personalisation[19].

The tracking audit in ten checks

#	Check
1	Data retention set to 14 months
2	Internal and developer traffic filtered out
3	Payment, booking and chat domains excluded as referrals
4	Key events fire once, on a confirmed action
5	Ecommerce revenue matches your store backend
6	Google Ads and Meta conversions match GA4 and CRM
7	Consent mode set up with your cookie banner
8	No personal data such as emails in URLs or events
9	AI referrals (ChatGPT, Perplexity, Gemini) in their own channel group
10	A simple monthly dashboard the whole team understands

AI traffic tip. Create a custom GA4 channel group matching referrers such as chatgpt.com, perplexity.ai, gemini.google.com and copilot.microsoft.com, so AI visits stop hiding inside general referral traffic.

Your monthly dashboard: six numbers

Number	Why it matters
Qualified leads or sales	The goal from your Growth Map
Cost per qualified lead	Shows which channels pay back
Lead response time	Speed decides how many leads become customers
Organic and AI referral traffic	Tracks long-term visibility
Conversion rate of key pages	Shows if pages turn visits into leads
Revenue by channel	Guides next quarter's budget

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TURN VISITS INTO LEADS

Conversion: landing pages that sell

Traffic is only useful if it converts. Improving your conversion rate makes every other channel cheaper. It matters even more for AI visitors, who arrive with context: Adobe found AI referrals to US retail sites converted 31% better than other traffic[5].

The anatomy of a high-converting page

Above the fold

A headline that names the outcome, one line of proof, and one clear call to action. Visitors should know in five seconds what you do and what to do next.

Proof

Real reviews, client logos, case study numbers and photos of real people. Place proof close to every call to action.

Objections answered

Price signals, timelines, guarantees you can honour and an FAQ that answers what sales hears every day.

Low-friction action

Short forms, a WhatsApp or call option, and clear expectations about what happens after the click.

What to test first

1. The headline and the offer
2. The call to action text and button position
3. The number of form fields
4. The proof you show and where
5. Page speed on mobile

Run one test at a time, give it enough traffic, and judge by qualified leads or sales, not clicks. For software companies, the free trial journey matters most: ChartMogul reports a median free-to-paid conversion of about 8% within six months across business models, and around 30% for trials that require a credit card[29].

> **Five-second test.** Show your landing page to someone outside your company for five seconds, then hide it. If they cannot say what you offer and what they should do, rewrite the top of the page.

12

SELLING TO BUYING GROUPS

B2B marketing and long sales cycles

B2B buying is a group decision made mostly before anyone talks to sales. On average 13 people are involved in a B2B buying decision, 89% of purchases involve two or more departments, and 86% of B2B purchases stall at some point[21].

94%
of buying groups ranked preferred vendors before first contact[22]

77%
bought from that early favourite[22]

10 months
average B2B buying cycle in 2025[22]

What this means

If buyers pick a favourite before they speak to you, your marketing has to reach them while they research. That means being visible in search and AI answers for comparison questions, publishing useful content for each role in the buying group, and spotting accounts that are actively researching.

The B2B growth stack

- **Search and AI visibility** for "best", "vs" and "alternatives" queries in your category
- **Founder-led LinkedIn** to build trust with decision makers
- **Intent signals** such as pricing page visits and several people from one company visiting in the same week
- **Account-based campaigns** that reach the whole buying group, not one contact
- **Sales alerts with context** so follow-up is fast and relevant
- **Content for each role**: ROI for finance, security for IT, outcomes for the department head

> **B2B quick win.** Write an honest comparison page for your top two competitors. Buyers search for these comparisons and AI tools cite them when answering "which is better" questions.

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SPEND WHERE IT RETURNS

Planning your 2027 budget

There is no perfect budget split, but there is a sensible order. Fund the channels closest to revenue first, protect your measurement, and keep a small share for testing new things such as AI search.

A practical starting framework

Many teams use a simple 70 / 20 / 10 split as a starting point. Treat it as a planning aid, not a rule, and adjust it to your own results.



Budget by business type

Business	Start with	Then add
Local service	Google Business Profile, local SEO, Google Search ads	Reviews engine, retargeting, AI local visibility
Ecommerce	Shopping and Performance Max, product SEO, email	Meta ads, creators, AI shopping visibility
B2B and SaaS	SEO for comparison terms, LinkedIn, Search ads	Intent data, account-based ads, webinars
New brand	One high-intent channel and a strong offer	Content and social once leads are flowing

Know your numbers

- **Lead value** = average sale value x close rate
- **Affordable cost per lead** = lead value x the share of revenue you can spend on marketing
- **Payback period**: how many months until a customer covers what it cost to win them

> **Protect two lines.** Whatever your budget, keep money for tracking and for fast lead follow-up. Without them, you cannot tell what works and you lose leads you already paid for.

14

FROM READING TO RESULTS

Your 90-day action plan

Use this plan to turn the playbook into progress. Each phase has a clear outcome. Do fewer things, and finish them.

Days 1 to 30: Foundations

- [ ] Complete your Growth Map: one goal, one main customer, one offer
- [ ] Run the ten-point tracking audit and fix the biggest gaps
- [ ] Set up instant replies and lead alerts on every form
- [ ] Fix technical SEO issues on your top 20 pages
- [ ] Complete and update your Google Business Profile
- [ ] Test five buyer questions in ChatGPT, Gemini and Perplexity and record the results

Days 31 to 60: Growth

- [ ] Rewrite your three most important landing pages with answer-first copy and proof
- [ ] Launch or rebuild one high-intent paid campaign around real conversions
- [ ] Publish four answer-first articles for real customer questions
- [ ] Start the review engine and reply to every review
- [ ] Post on your main social platform every week
- [ ] Reach out to five sites that AI tools cite in your category

Days 61 to 90: Scale

- [ ] Scale the campaigns and pages that bring qualified leads; pause the rest
- [ ] Launch retargeting with proof-led creative
- [ ] Start a lead reactivation campaign to your old contacts
- [ ] Run your first conversion test on the top landing page
- [ ] Repeat the AI visibility test and compare with day one
- [ ] Review results and set the goal for the next 90 days

> **Weekly rhythm.** Spend 30 minutes every Monday on one dashboard: leads, cost per lead, response time and the top three actions for the week.

Progress scorecard

Measure	Day 1	Day 30	Day 60	Day 90
Qualified leads per month				
Cost per qualified lead				
Average response time				
Google reviews (count and rating)				
AI tools that mention you (of 4)				
Top landing page conversion rate				

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PRINT THIS PAGE

The master checklist

Strategy

- [ ] One 90-day goal with a baseline
- [ ] Main customer and offer defined
- [ ] Lead value and affordable cost known

SEO

- [ ] Key pages indexed and fast on mobile
- [ ] One page per keyword intent
- [ ] Answer in the first 60 words
- [ ] Structured data on key pages
- [ ] Links and mentions growing monthly

AI search

- [ ] AI crawlers not blocked
- [ ] Facts consistent across the web
- [ ] Listed on sites AI tools cite
- [ ] Buyer questions tested monthly

Local

- [ ] Google Business Profile complete
- [ ] Review requests automated
- [ ] Every review answered

Paid media

- [ ] Bidding on real conversions
- [ ] Negative keywords added weekly
- [ ] Pixel and Conversions API running
- [ ] Retargeting with proof

Social and video

- [ ] Three content pillars chosen
- [ ] Weekly posting rhythm
- [ ] AI content edited and disclosed where required

Follow-up

- [ ] Instant auto-reply on every form
- [ ] Reply within minutes in business hours
- [ ] SPF, DKIM and DMARC set up
- [ ] Old leads reactivated

Measurement and conversion

- [ ] GA4 retention at 14 months
- [ ] Conversions match the CRM
- [ ] Consent mode in place
- [ ] AI referral channel group
- [ ] One test running at all times

16

PLAIN-ENGLISH DEFINITIONS

Glossary

AEO (answer engine optimisation)

Structuring content so answer engines, such as AI Overviews, featured snippets and voice assistants, quote it as the direct answer.

AI Overviews

AI-generated summaries that Google shows at the top of some search results, with links to sources.

Backlink

A link from another website to yours. Quality links remain a strong ranking signal.

Consent mode

A Google setting that passes visitors' cookie choices to Google tags so they behave accordingly.

Conversions API (CAPI)

Meta's server-to-server connection that sends conversion events alongside the browser Pixel.

Conversion rate

The share of visitors who complete a goal, such as a lead form or purchase.

CRM

Customer relationship management software that stores leads, contacts and deals.

GA4

Google Analytics 4, Google's current analytics platform.

GEO (generative engine optimisation)

Improving how often AI tools like ChatGPT, Gemini and Perplexity mention and recommend your brand.

Google Business Profile

Your free business listing on Google Search and Maps.

Intent

What a searcher wants: to learn, compare, buy or find a specific site.

Keyword cannibalisation

When two of your own pages target the same search and compete with each other.

Performance Max

A Google Ads campaign type that runs across Search, YouTube, Display, Discover, Gmail and Maps from one campaign.

Retargeting

Showing ads to people who already visited your site or engaged with your brand.

Structured data

Code that labels page content, such as products, reviews and FAQs, so search engines understand it.

WebMCP

An emerging standard that lets websites describe forms and tools so AI agents can use them.

17

WORK WITH MANDEEP

About the author and next steps

Mandeep Singh Chahal is a digital marketing expert and the founder and CEO of SEO Discovery, which he started in Mohali, India, in 2004.

Over 22+ years in search he has grown the company into a 400+ person in-house team that runs SEO, AI search, paid ads and social media for businesses in more than 20 countries, from local service companies to brands such as ACKO, Mercedes-Benz, Toyota and ELLE. He is a member of the Forbes Agency Council, and SEO Discovery is a Google Partner and Meta Business Partner agency.

Selected results

Client	Result
ACKO (insurance, India)	Active users grew from 1.2M to 2.5M (+108%)
Chokhi Dhani (hospitality, Dubai)	+937.5% organic traffic and #1 for 400+ local keywords
Venom Motorsports (automotive, USA)	Organic traffic from 100K to 490K (+390%)

Results from published SEO Discovery case studies. See all case studies at mandeepchahal.me/results/.

Want this playbook done for you?

Get a free audit of your website showing where you stand on Google and in AI search, and the first three changes most likely to grow your leads.

Free audit: mandeepchahal.me/contact/ **WhatsApp: +91 98880 66659**

Email **mandeep@seodiscovery.com** · LinkedIn: **in/mandeepseodiscovery** · Web: **mandeepchahal.me**

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REFERENCES

Sources

Every statistic in this e-book links to one of these sources. Numbers match the citation markers in the text.

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