

FREE STARTER GUIDE

The Beginner's
**AI SEO
FRAMEWORK**

*Four gates. Seven days.
The road to your first AI citation.*



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The target moved. The skill didn't.

Two minutes that will change how you look at your own website.

Open ChatGPT. Type the question your best customer would ask before they buy from you. Read the answer, then look at who it named.

If it named someone else, you just watched the new game being played. That is the whole reason this guide exists.

For twenty years, SEO had one target: **be the first blue link**. People searched, they saw ten links, they clicked one.

Today a growing share of those people never see the ten links. They ask, and a machine answers: Google's AI Overviews, Google's AI Mode, ChatGPT, Perplexity, Gemini, Copilot. The answer arrives already written, with two or three sources named underneath.

THE OLD GAME	THE NEW GAME
Rank #1 and get the click	Be the source the answer is built from
Win the page	Win the passage
More words	A cleaner answer
Beat the big site	Be the original one

Here is the most useful fact in this guide, and almost nobody says it out loud:

Getting cited and ranking #1 are two different things.

THE EVIDENCE

In a study of 55,393 searches run in early 2026, researchers at Washington University in St. Louis found that **nearly 30% of the pages Google's AI quoted were not on page one of normal Google results at all.**

Read that twice, because it cuts both ways. A page that ranks #1 can be skipped. And a page that ranks #14 can be quoted.

That second half is your opening. You do not need to beat a national brand at their own game to be named in an AI answer. You need to be the clearest, most liftable, most trustworthy answer to one specific question.

That is a game a beginner in Nepal can win this month.

A note on the numbers

AI products change monthly. Every number in this guide is dated and sourced. Check them before you quote them.

What still works

Every few years someone announces that SEO is dead. Here is the honest split.

STILL WORKS, AND MATTERS MORE NOW

A site the crawler can reach, read and index

Knowing what people actually search for, and why

Content that genuinely answers the question

A real author with real credentials

Being mentioned by people who are not you

Fast, clean, mobile-friendly pages

STOPPED WORKING

Stuffing your keyword in fifteen times

Thin pages written to fill a keyword list

Buying links in bulk

Chasing whichever three-letter label is trending

“Tricks” that were never really working anyway

Waiting for the panic to pass

Notice something about the left-hand list: **it is the foundation of ordinary SEO.** Nothing on it is new.

That is the good news. AI did not make your learning worthless. It made the fundamentals worth more, because the machines writing these answers are hunting for exactly what good SEO has always produced: findable, clear, original, trustworthy pages.

New names. Mostly the same foundation.

AEO, GEO and LLMO bring new terminology, but most of what they describe is still SEO: being crawlable, being useful, being original, being trusted. Google's own guidance is that SEO best practices stay relevant to its AI features, because those features run on the same ranking and quality systems.

What is genuinely new is narrower than the labels suggest, and it is mostly about **extraction**: writing so that a passage survives being lifted out of your page. Learn the foundation, and that layer sits on top of it. That is exactly how the rest of this guide is built.

DO THIS NOW

Write down ten questions a real customer would ask before buying from you. Not keywords. Questions, in the words a human would use. Keep that list beside you for the rest of this guide. Everything from here works on that list.

The Four Gates

Getting quoted by an AI is not one thing. It is four tests, passed in order.

Picture four doors in a row. Each door has a guard asking one question. Miss a door and you are out, no matter how good you would have been at the rest.

1 FIND

“Can it find you?”

Before any AI can quote you, a crawler has to reach your page, read it as text, and store it. SEOs call this being *indexed*. If your page is not on the shelf, the librarian cannot hand it to anyone.

This is where most pages quietly fail, and it is almost never a writing problem. It is a *noindex* tag left on after a redesign, a page blocked in robots.txt, or text that only appears after JavaScript runs.

Your one beginner fix: search Google for *site:yourdomain.com/your-page*. If nothing comes back, nothing else on that page matters yet.

2 PULL

“Can it pull a clean answer out?”

Slow down here. This is the gate beginners misunderstand most. AI search systems do not all work the same way, but they share a habit: rather than judging your page as one lump, they pull out the part of it that answers the question. Sometimes that is a sentence or two, sometimes a whole section. Either way, the answer has to stand on its own once it has been lifted out.

So a 3,000-word article that circles the point loses to a short page that answers in two clean sentences.

Your one beginner fix: answer first. Under every heading that asks a question, make the very first sentence the complete answer. Then explain. Never open with “In today’s digital world...”

How to make a passage liftable

The single highest-value change a beginner can make in one afternoon.

BEFORE · NOT LIFTABLE

“Everest Base Camp is one of the world's most famous treks, and many people wonder about the timing. There are many factors to consider...”

AFTER · LIFTABLE

“The best months to trek to Everest Base Camp are March to May and late September to November.”

Four rules that make any passage liftable:

Keep the question's shape	“How do I...?” → “To do X, ...”. “Is X safe?” → “Yes,” or “No,” then qualify.
Answer in one to three sentences	About 40 words is a useful discipline for beginners. It is not a threshold any engine publishes.
One number, one source	Numbers and named sources are what get quoted.
Answer the neighbours	Give the adjacent questions their own subheadings on the same page, each with its own first-sentence answer.

WHY THE LAST RULE WORKS

Google calls it **query fan-out**, and describes AI Mode as “issuing multiple related searches concurrently across subtopics and multiple data sources and then brings those results together.” Pages that answer the whole neighbourhood of a question get pulled in far more often than pages that answer only the headline.

Google publishes the term and the description, but never a number. So treat the commonly repeated “5 to 15 sub-queries” figure as a working estimate rather than a fact.

Credit where it is due

The semantic-SEO thinking behind Gates 2 and 3 (central entity, source context, topical maps, query networks) is Koray Tuğberk Gübür’s framework. It costs nothing to say so, and it is correct.

3 PICK

“Out of everything it found, why name you?”

This is where that 30% finding lives. The AI is not simply reading off the rankings. It is choosing what to build its answer from, and it rewards pages that say something the others cannot.

If your page repeats what ten other pages already say, there is no reason to name you over them.

Your one beginner fix: publish one thing only you can publish. Your own price list. A test you ran. What you learned from 40 clients. A photo you took. First-hand beats rewritten, every time.

4 TRUST

“Is it safe to put this in front of a person?”

The engines prefer pages where a named, qualified human stands behind the words and the facts survive a check. SEOs call this E-E-A-T: experience, expertise, authoritativeness, trust.

The same 2026 study found that **about 1 in 9 claims inside AI answers were not actually supported by the page being cited**. The engines know this is their weak spot, which is exactly why checkable pages get preferred.

Your one beginner fix: a real author box carrying your real name, your photo, one line of why you know this, and an honest “last updated” date.

THE RULE THAT RUNS THE WHOLE FRAMEWORK

Find the earliest gate your page is failing. Fix that one first. Only then move on.

Almost everyone breaks this rule. They read a clever tip about getting picked by AI (Gate 3) and spend three weeks on it while their page is failing Gate 1, because the crawler cannot read it. That is waxing a car that will not start.

Score one page right now

Fifteen minutes, one page, one honest diagnosis.

Give one important page a 0, 1 or 2 on each gate.

	0	1	2
Gate 1 — Find	Not indexed	Indexed, text hidden or blocked	Indexed, text plainly readable
Gate 2 — Pull	Answer buried	Answer there, but you must read it all	Short, clean, easy to lift
Gate 3 — Pick	Same as everyone else	Good, nothing original	Your own data or experience
Gate 4 — Trust	No author, dates or sources	A few thin signals	Named author, honest dates, sources

Your lowest score is where you start. Not your average. Your lowest. A page scoring 2-2-2-0 does not need more writing; it needs an author. A page scoring 0-2-2-2 is invisible until Gate 1 is fixed.

Score five to eight pages and you will usually see one gate failing across your whole site. That gate is your biggest opportunity.

✓ CHECKPOINT

You can do this if you can look at any page and name its weakest gate, and if you agree to fix the earliest weak gate first. That is the whole skill of diagnosis.

The SEO skills behind the four gates

Each gate is opened by a different part of ordinary SEO. Not one of these disciplines is new — which is the whole argument of this guide.

1	Technical SEO	Crawling and indexing — robots.txt, sitemaps, stray noindex tags Site architecture — internal links that lead somewhere Rendering — is your text in the HTML, or only after JavaScript runs? Your AI-bot policy — decided on purpose, not by accident
FIND		
Can it find you?		
2	On-page, content and semantic SEO	Keyword and entity research — the words and the things behind them Search intent — what the person actually wants, not what they typed Heading and answer structure — every H2 a real question, answered in its first sentence Structured data — accurate, and matching what a human can see
PULL		
Can it lift an answer?		
3	Topical authority, original research and information gain	Topical maps and clusters — depth on one subject beats spread across ten First-party data — your own tests, prices, results, photographs Information gain — answering what nobody else has answered properly Digital PR — earning one real mention instead of buying a hundred
PICK		
Why name you?		
4	E-E-A-T, entity and brand authority	Author identity — real names, real credentials, a real face Citing primary sources — named in the prose, not buried in a footer Entity consistency — the same facts about you everywhere, confirmed by others Local SEO — your Google Business Profile, if you serve a place
TRUST		
Safe to quote?		

THE ONE ON THAT LIST NOBODY DOES

Entity consistency. An AI is not only reading your page. It is working out *who you are*, joining your name, your business, what you do, where you are and what other sites say about you into one picture. When those facts agree everywhere, the picture is sharp and you are safe to quote. When they disagree, the machine guesses — and guessing is how a business gets described with the wrong service, the wrong city, or merged with a competitor.

Do this now: open your about page, your Google Business Profile and your LinkedIn side by side, and make the name, description and location say the same thing.

AI search did not replace SEO fundamentals. It raised the price of not having them.

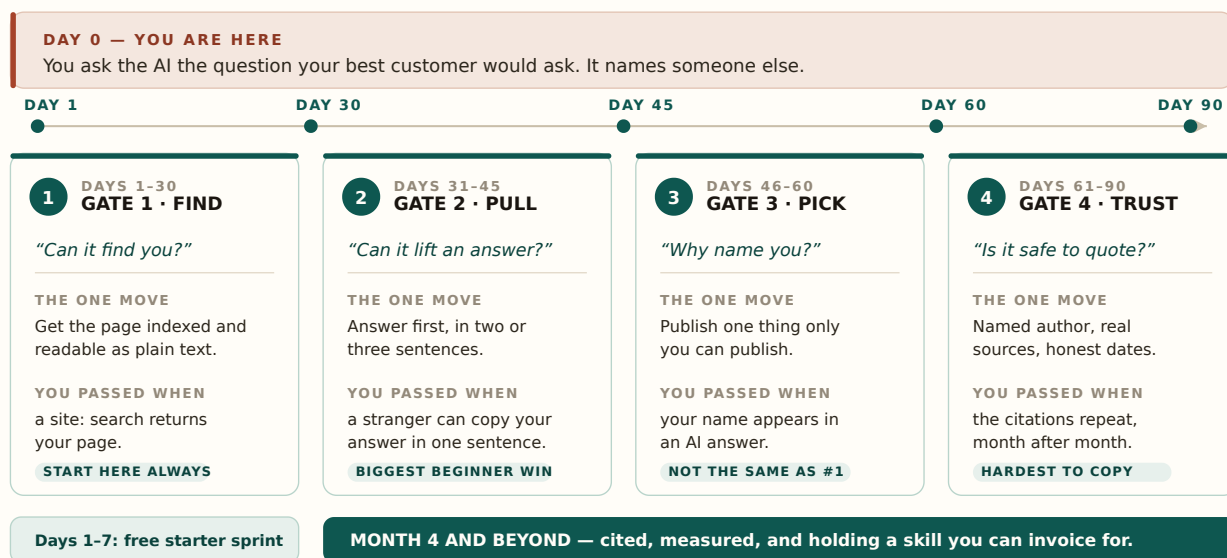
Ninety days, drawn

The gates, in order, with dates on them. This is the page to print and pin above your desk.

FIG. 1

THE BEGINNER'S ROAD TO BEING CITED

Open the gates in order. Put dates on it. Fix the earliest broken gate first.



The rule that runs the whole road: find the earliest gate you are failing, and fix that one first.

FIG. 1 · AI-FIRST SEO — RAMBABU THAPA

The beginner's road to being cited. Start where you are, open the gates in order, and put real dates on it. The first seven days cost nothing but attention, and they are the only part most people never do.

✓ CHECKPOINT

You are using this correctly when you can point at one card on this road and say: "that is the gate I am on, and this is the date I finish it."

Your first seven days

Not ninety. Seven. Five real tasks, each under an hour. Tick them as you go.

☐ **Day 1 — Find out where you stand · 30 min**

Take your ten customer questions. Ask the first three in ChatGPT, Perplexity and Google. Write down who got named. That list is your target list.

☐ **Day 2 — Check you exist · 20 min**

Search `site:yourdomain.com` in Google and count the pages. Then check your single most important page the same way. If it is missing, you have found your Gate 1 problem and your first job.

☐ **Day 3 — Rewrite one answer · 45 min**

Take the page for question number one. Make the first sentence under the heading the complete answer, in two or three sentences. Add one real number and name one real source. Publish it.

☐ **Day 4 — Put a human on the page · 30 min**

Add an author box: real name, photo, one sentence of why you know this, and an honest last-updated date.

☐ **Day 5 — Set up honest measurement · 45 min**

Connect Google Search Console. In GA4, build a view filtering referrals from `chatgpt.com`, `perplexity.ai`, `gemini.google.com` and `copilot.microsoft.com`. Start a Citation Log: date, question, who was cited, were you there.

☐ **Day 6 — Publish one original thing · 60 min**

One thing only you can publish. Your prices. Your process. A result you got. A photo you took. Three hundred words is enough.

☐ **Day 7 — Re-ask and record · 20 min**

Ask your three questions again. Nothing may have changed yet — that is normal; indexing takes time. Record it anyway. You are building the baseline that makes month two honest.

☒ **CHECKPOINT**

You have done this right if you can now name one page, one broken gate, and one dated task. That is the whole skill. Everything after this is repetition at scale.

Why this matters in Nepal

The part I care about most.

SEO is one of the very few high-paying skills you can learn in Nepal, from your own room, and sell to anyone on earth. No visa. No plane ticket. No capital. A laptop and internet.

I am not describing a theory. I run my consultancy from Lalitpur. My clients have included law firms in the United States, a direct-to-consumer brand in Australia, a counselling practice in Canada, and a global software company. Not one of them ever needed me in the room.

THE EVIDENCE

Nepal's IT and IT-enabled service exports are estimated to have crossed **US\$1 billion in 2025**, with roughly **100,000 people** working in the sector. The last independent study, by IIDS, put ICT exports at about **US\$515 million in 2022** with over **70,000 professionals** employed. Either figure tells the same story, and the direction is up. Both are worth reading as industry estimates rather than official trade data, because a great deal of this money arrives labelled as remittance.

Meanwhile **16.6 million Nepalis, 56% of the country, are online**, on DataReportal's count at the end of 2025.

And AI answers are already live here. Google's AI Overviews run in 200+ countries and 40+ languages, and Google's AI Mode was reported live in Nepal from August 2025, in English first.

The customers are here. The AI answers are here. Almost nobody in this country is optimising for them yet.

THE THING WORTH REMEMBERING

Millions of people can write. Very few can explain to a business, in plain language, **why an AI is recommending their competitor instead of them**, and then fix it.

Twelve months from now, that person could be you: sitting in Kathmandu or Butwal or Dharan, invoicing a client in Melbourne, in dollars, on an ordinary Tuesday afternoon.

Six Nepali industries an AI can't see

The question a real customer asks, why the Nepali business is invisible for it, and the first fix.

INDUSTRY	WHAT THE CUSTOMER ASKS AN AI	WHY YOU'RE INVISIBLE → THE FIRST FIX
Trekking & tour operators	<i>"Which trekking agency should I book for Everest Base Camp as a first-timer?"</i>	Nepal hosted about 1.15 million international visitors in 2025 and nearly all research online first, but most agency sites are photo galleries with a price table. An AI cannot lift "first-timer", "permit cost" or "best month" out of a photograph. First fix: one page per real question (permits, cost breakdown, best season, altitude safety), each answering in its first sentence.
Education & study-abroad consultancies	<i>"Best consultancy in Kathmandu for studying in Australia?"</i>	The most competitive question in Nepal, answered almost entirely by listicles other people wrote. The consultancies publish brochures, not answers. First fix: publish your own numbers: students placed, to which universities, in which year. Original data is Gate 3.
Handicraft, pashmina & felt exporters	<i>"Where can I buy authentic Nepali pashmina online?"</i>	"Authentic" is doing all the work in that question and nobody is answering it. Buyers want to tell real from fake before they spend. First fix: the page that explains how to identify genuine pashmina, with your own photos and your own test. Cited is how buying starts.
IT services & BPO companies	<i>"Top software outsourcing companies in Nepal"</i>	Being answered right now, today, for buyers in the US and Europe with real budgets. The companies named are the ones with clear, indexed, plain-English pages, not necessarily the best engineers. First fix: a plain page per service and per stack, with real project outcomes and named clients where permitted.
Hospitals, dental clinics & medical travel	<i>"How much do dental implants cost in Kathmandu?"</i>	A price question with no clear answer online. Health and money questions are held to a higher trust bar, so Gate 4 is not optional here. First fix: honest price ranges with a named, credentialed doctor on the page and an honest date.
Coffee, tea & specialty agriculture exporters	<i>"Best orthodox tea suppliers in Nepal for wholesale"</i>	Buyers search for origin, certification and minimum order quantity. Most exporter sites say "premium quality" and nothing checkable. First fix: one page with your certifications, MOQ, regions and process, in text rather than inside a PDF.

Notice the pattern. Not one of these fixes needs a bigger budget. Every one of them needs somebody who understands the four gates.

Two ways this becomes income

Both of them start from the same room you are sitting in.

PATH	WHAT IT LOOKS LIKE	TYPICAL RANGE
A · Freelance across the border	Upwork, Fiverr and direct clients. Your first portfolio piece needs no client: fix a real page for a real local business, document the before and after in Search Console, and that case study is your CV.	USD 500–1,500 per client, per month
B · Work offshore from home	Foreign agencies hire delivery talent in Nepal every day. The money is the same money whether you fly or not.	USD 1,500–3,500 per month

The honest picture of what this pays

LEVEL	TYPICAL MONTHLY
Junior SEO specialist	NPR 25,000 – 40,000
SEO specialist / in-house	NPR 50,000 – 100,000
Senior specialist	NPR 90,000 – 150,000
Freelance / international	USD 1,000 – 5,000

Observed market ranges from my own SEO career guide for Nepal, 2026. Not a survey, and not a promise.

✓ CHECKPOINT

These are not promises. They are what the skill pays once you actually build it. Plenty of people learn a little SEO and earn nothing, because they stopped at reading.

Five things you can stop worrying about

Each one below is checked against the primary source, and the primary source is quoted.

THE CLAIM	VERDICT	WHAT THE PRIMARY SOURCE ACTUALLY SAYS
"There is special schema that gets you cited by AI."	CONTRADICTED	Google: "Structured data isn't required for generative AI search, and there's no special schema.org markup you need to add." Keep using schema for rich results. Just never as a citation lever.
"You need an llms.txt or an AI text file."	CONTRADICTED	Google: "You don't need to create new machine readable files, AI text files, markup, or Markdown to appear in Google Search... as Google Search itself doesn't use them."
"AEO, GEO and LLMO are a brand-new discipline."	CONTRADICTED	Google: "The best practices for SEO continue to be relevant because our generative AI features on Google Search are rooted in our core Search ranking and quality systems."
"Pages with three or more schema types get cited more."	CONTRADICTED	Traces to one vendor's own analysis, with no methodology and no replication. Google's own guidance is the opposite: "fewer but complete and accurate recommended properties" beats more.
"Chop your pages into micro-chunks so AI can read them."	UNVERIFIED	Nobody has published a measurement of this. You lose cohesion and gain nothing you could not get by keeping the page whole and making each section stand on its own.

⊘ AND TWO MORE, WITHOUT A RECEIPT

Buying or spraying brand mentions. Paid mention blasts are the new paid links, with the same ending. Earn one real mention from someone who actually cares.

Fixing all four gates on every page at once. You will drown, and you will quit. A finished plan for five pages beats a perfect plan for five hundred you never start.

Honest qualification

Those verdicts are strong for Google surfaces, because Google publishes. OpenAI, Perplexity and Anthropic publish nothing in either direction on schema or citation selection. Treat that as a gap in the record, not as proof of anything.

How to tell a fact from folklore

If you take one habit from this guide, take this one. It outlasts every tactic in it.

SEO advice travels faster than SEO evidence. The five claims on the previous page were all repeated confidently, by people who sounded certain, for months. Here is the method that catches them.

1 • Question

No claim gets accepted because it is conventional wisdom. Ask what evidence supports it, in your situation, now.

2 • Verify

Confirm against a **primary source**: the platform's own documentation, an official announcement, a patent, a peer-reviewed or preprint paper, or the live thing itself: the page, the profile, the search result as you actually observed it. An SEO blog, a vendor study or a LinkedIn carousel is a *pointer*, never a source.

3 • Decide

Make the call and write down the reasoning next to the evidence.

4 • Lock

Once decided, leave it alone until new evidence arrives. Then record what changed. Never quietly delete a verdict you got wrong. The record of having been wrong is part of the evidence.

Label every claim you repeat

LABEL	MEANING
VERIFIED	Confirmed against a primary source, quoted, with the date you captured it.
UNVERIFIED	No primary source found. It may still be a sensible working habit. It just ships labelled as one.
CONTRADICTED	A primary source disagrees, and you can quote it.



THREE HABITS THAT GO WITH IT

Date everything. A citation without a capture date is not a citation, because the ground moves. Every quote on the previous page carries one.

Separate what you saw from what you concluded. "This page has no H1" is an observation. "That is why it doesn't rank" is a guess. Test it, don't assert it.

"Unverified" is a result, not a failure. Never push a verdict toward "verified" just to look productive.

Measuring it honestly

The part every AI-visibility tool gets wrong, and you can get right for free.

Ask three questions, not one

QUESTION	WHAT IT ACTUALLY MEASURES	HOW YOU CHECK IT
Is my page cited?	Your URL appearing as a source link under the answer	Run the query, look at the citation list
Is my brand named?	Your name appearing inside the answer text	Run the query, read the answer
Is my brand described correctly?	Whether the facts in the answer are true	Read the answer against your own facts

These come apart more often than people expect. A site can be cited constantly as a source and never once be recommended when somebody asks for a provider. Those are opposite commercial outcomes, and a citation count cannot tell them apart.

The third question is the one that produces emergencies. A brand described with the wrong location, the wrong service, or merged with a competitor is a serious problem, and you will only ever find it by reading the answer.

One pass is an anecdote.

Answer engines are non-deterministic: ask the same question twice and you can get two different answers. So running a prompt once and screenshotting the result supports exactly two conclusions: that a false published fact about you exists and needs fixing today, or that you have a hypothesis worth confirming. It never supports a trend, a “share of voice” number, or a claim that your visibility rose or fell.

A FREE MONTHLY ROUTINE

1. Write 10–15 prompts in four bands: unbranded discovery (“best X in Kathmandu”), specific (one per thing you do), branded (“is X any good”), and qualifying (your distinctive claim, phrased the way a searcher would).
2. Run them on a fixed date, on each platform, and record the answer word for word.
3. For each one note: were you named, was the description accurate, which competitors appeared, which domains were cited.
4. Repeat monthly on *exactly the same prompts*. Change the prompts and you are measuring your own edits, not your visibility.

Three steps, in order

Step 1 — Do the seven days. Reading changes nothing. The first ten minutes are the hard part; the rest is momentum.

Step 2 — Read the full book. *AI-First SEO* is free. It takes each gate apart properly and adds honest measurement, the hype filter, and the full 30/60/90 plan with a done-for-you toolkit.

Step 3 — If you want this as a career, get the foundation. The four gates sit on top of ordinary SEO. My **SEO Mastery Course** is 12 modules and 122 lessons, taught in Nepali with the English terms kept as they are, built around one real project you can put on your CV, with weekly live coaching where I review your actual work. Module 09 is the production-depth version of everything in this guide.

Real outcomes from real engagements

Measured against a starting baseline in Search Console, Ahrefs, GA4, Shopify Analytics or CallRail — measured, not modelled. Clients anonymized by industry and region.

INDUSTRY (REGION)	RESULT	WINDOW
DTC apparel brand (US)	7.5× organic revenue — outranked two national household brands	5 months
B2B SaaS, ad-intelligence (global)	2,372% organic traffic growth	6 months
Personal-injury law firm (US)	3× leads, 2× organic traffic	6 months
DTC dog-food brand (Australia)	2.5× organic traffic , plus earned citations in Google AI Overviews and ChatGPT	ongoing

Results vary with starting point, competition, and how fast the work actually ships.

START FREE

The book, the free Basic SEO Course on YouTube (~24 hours), or the next live webinar.

READY TO GO

seotrainingnepal.xyz/seo-mastery-course — or message me on WhatsApp and ask me anything at all.

Either way: open the framework and start. Your first AI citation is closer than you think.

Rambabu Thapa

SEO consultant, 15 years · Founder, Orka Socials · Lalitpur, Nepal

Sources in this guide

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