

AI SEARCH **for** **MANUFACTURERS**

*What Google and ChatGPT can read about your
factory, and how to fix it*

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Statistics, platform features, standards and regulations are as found in the sources cited, as of October 2026. They change often. Updates, and the working sheets named in the book, are kept at ebizindia.com/books/mfg.

The people and companies in the examples are invented, and any resemblance to real people or companies is coincidental. The 30 websites in the check reported in this book are not named.

Standards and regulations are described for general information. Each manufacturer should confirm the current position for its own products with BIS, the ministry concerned or its own advisers.

This book offers general information, not legal, tax, financial or engineering advice.

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Before You Start

Most of my working time now goes on one question: what can Google and the AI assistants read about a business, and what do they then say about it. This book puts that question to one kind of business, the Indian manufacturer of plywood and panels, pipes and water tanks, TMT and structural steel, roofing sheets or solar modules, selling through dealers and to projects.

You should know who is asking for your time. I have worked in IT since 1986 and have run my own companies for all of those forty years. I am an engineer, with an M.E. and the Gold Medal from Jadavpur University. In 2007 I founded EbizIndia Consulting Pvt. Ltd., which builds software and websites for companies in India, the United Kingdom and the United States. Manufacturers have been among our clients for many years, a steel maker among them.

I am a Charter Member of TiE and have spoken at events hosted by NASSCOM, TiE, the ICAI and MCCI. In September 2026 The Times of India, Kolkata, quoted me in a piece on AI on the factory floor. This is my second book. The first, *Invisible to Prominent*, covers online visibility for any business.

For this book, 30 manufacturers' websites were read, six in each of the five trades. What they showed is in Chapter 3, and it is the reason the book exists.

It is written for two readers. One is the owner or managing director, who has probably been sold SEO before and is entitled to be sceptical. The other is whoever will do the work, often a son or daughter in the business or the marketing head. If your sales go mainly through dealers, read Chapter 2 first.

What I mean by AI search

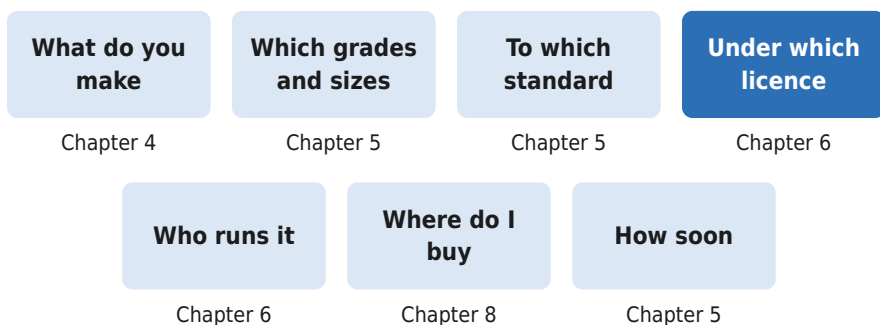
For many searches Google now writes an answer of its own above the ordinary results, and it offers a separate AI Mode that holds a conversation. Then there are the assistants: ChatGPT, Gemini, Perplexity, Copilot and Claude. From the buyer's side they work alike. She types or speaks a question, the machine often reads the web pages it can find, and a few company names come back with a paragraph of reasons.

What this book promises

The evidence does not show that Indian industrial buyers have moved to AI, and Chapter 1 sets out what evidence there is. My claim is smaller. In that check, run on 5 October 2026, several of the facts a buyer checks before shortlisting a maker were missing as readable text, on the pages read, from most of the 30 sites, above all the standard and the licence number. Writing them down costs little, and the buyer reading on a phone gains at once.

Nothing here promises a ranking or a place in an AI answer, and every item can be checked by you on your own phone, without waiting for anyone's monthly report.

What a buyer checks before shortlisting a maker



The buyer's seven checks. Each is a fact your website can state in words. The licence is shaded: no site in the check printed it as text on the pages read.

How the book works

The chapters follow what a buyer checks, roughly in the order she checks it. Each of Chapters 1 to 11 sets out what usually goes wrong, how to check it yourself and how to fix it, then gives a quick check and one task for the week. The tasks are small first steps, and Chapter 11 puts them in order as a 90-day plan.

The quick checks add up to 40 points. Tick only what is true today, and count an item that does not apply to your company as ticked. At the back is a sector sheet for each of the five trades, each ending with a model product page, then the Prompt Test, A Brief for Your Web Team and a glossary. The working sheets are on the companion page at ebizindia.com/books/mfg.

The facts were checked in October 2026, with sources after each chapter. The examples are illustrative composites, not real companies or clients.

Two ways to use this book

The first is to do the work with your own people: every check and fix is here, and the brief at the back is written for your web team. The second is to have your own website read for you before you start. My company prepares such a report, the AI Search Visibility Blueprint, and “Work With EbizIndia” at the back describes it.

Who Asks a Machine About Your Product

Before a buyer rings your sales office, he or she may already have put a question about your product to a machine. I set out who asks, at which step, what the evidence shows, and how to see what the machines say about you today.

Meera is the site engineer on a new factory shed a few kilometres from the sea near Visakhapatnam. The roofing is hers to specify, and the fabricator wants an answer by Monday. On Saturday evening she types into an assistant on her phone: “Which roofing sheet thickness and coating should I use for a factory shed near the sea, and who makes it near Vizag?”

She gets a few names and a paragraph on coating, and on Monday she will ring two of the names. If your company makes roofing sheet within a day’s drive of that shed, you have no way of knowing whether it was among them unless you ask the same question yourself. Nobody writes to a manufacturer to say it was left off a list.

What usually goes wrong

- **Testing with your own name, and stopping there.** An assistant may well describe your company correctly by name. A buyer who has never heard of you types the product and the region instead.
- **Judging the website by its looks.** A new design with drone footage of the plant can still leave out the grade, the standard

and the licence number.

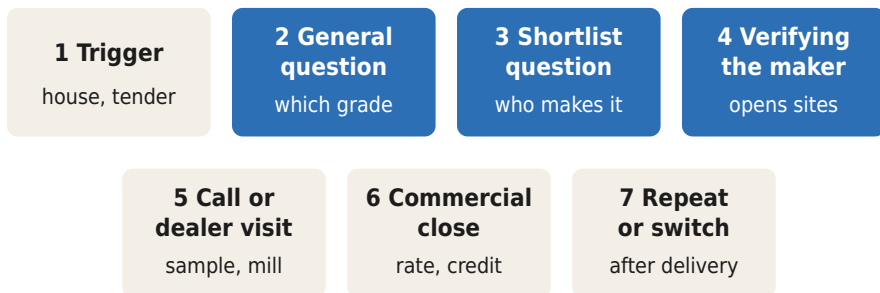
Where the machine comes in

A purchase of plywood, pipe, steel, sheet or modules moves through much the same seven steps in all five trades. A trigger (a house being built, a tender floated, a supplier who failed on delivery) leads to a general question (which grade, is ISI compulsory), asked by whoever does the legwork: a son or daughter, the site engineer, the junior in purchase.

Then come the shortlist question (who makes it in this state) and verification, when the buyer opens two to five websites to see whether the factory is real, what exactly it makes and under which licence.

After that the work is between people: a call to the company or the dealer, a word with the carpenter, plumber or fabricator, for larger orders a sample or a mill visit, then the close on rate, credit and delivery date, and last the repeat order or the switch.

Seven steps from first need to repeat order



☒ a machine may read for the buyer

☐ between people

Where the machine reads. *At the shaded steps an assistant may be reading pages on the buyer's behalf; from the call onwards the sale is made between people.*

Who is asking

Many of the askers never sign a purchase order. In plywood the carpenter steers much of the retail brand choice, in pipes the plumber does, and in small industrial sheds the fabricator usually picks the sheet.

Who asks	A typical question
Home builder, and the engineer or mason advising	“Ghar ke liye kaun sa TMT bar best hai?” or “Paani ki tanki kaun si acchi hai, kitne layer wali?”
Contractor	“Cut and bend TMT supplier near me.”
Architect or interior designer	“Fire retardant plywood for office interiors, which brands make it?”
Fabricator	“Which steel pipe for a shed, MS or GI? Which thickness?”
Project or EPC buyer	“Lead time for 5 MW of 580 Wp TOPCon modules.”
Furniture maker’s purchase executive	“Calibrated plywood vs normal plywood.”
Dealer looking for a second line	“How to become a dealer of [brand] pipes or tanks? Deposit and margin?”
Importer abroad	“HDPE pipe exporter from India to Africa or the Middle East.”

The project buyer and the furniture maker shortlist on numbers. The home builder asks first whether a brand is genuine.

What the evidence says

Three surveys of business buyers are worth reading side by side, with who was asked.

Survey	Who was asked	What it found
Forrester ¹	Nearly 18,000 business buyers, worldwide	94 per cent used AI somewhere in their buying process
Gartner ²	646 business buyers	45 per cent used AI during a recent purchase
TREW Marketing and GlobalSpec ³	Engineers and technical buyers	69 per cent use generative AI in purchasing work, trust it 4.7 out of 10, and only 31 per cent use it to evaluate vendors

I read the spread this way: using AI somewhere in a purchase is common. Leaning on it to choose a supplier is much rarer, and engineers, the readers closest to your trades, do not much trust it.

None of the three is a survey of Indian industrial buyers, and no such survey could be found for this book. For India there are only adoption figures. OpenAI’s chief executive has said that India has 100 million weekly ChatGPT users, as reported by TechCrunch.⁴ Google’s AI Mode works in eight Indian languages, Hindi among them,⁵ so the home builder in the table can ask in the language he thinks in.

In one study of 458 manufacturing search terms tracked by Semrush, Google showed an AI answer on 57 per cent by July, while AI sources sent 0.48 per cent of visits.⁶ The terms were not Indian searches. If AI has an effect on your trade, it is on whose names the buyer carries into the next step, and much less on visits to your site.

None of this depends on buyers having moved to AI. In the check of 30 sites described in Chapter 3, several of the facts a buyer needs

at the three machine-read steps, above all the standard and the licence number, were missing as text, on the pages read, from most of the sites,⁷ and writing them down costs little.

If the assistants matter less than their champions say, you have spent a few days of senior people's time and have a better website for the buyer on a phone. Nobody has measured the rest, so weigh it as reasoning.

Check it yourself

- 1 **Write three questions.** A general question about your product (“which CPVC pipe for hot water from a geyser”). A shortlist question for your state or region (“CPVC pipe manufacturers in Gujarat”). And a question about your company by name (“what does [your company] make, and where is its plant”).
- 2 **Ask each one three times.** Use ChatGPT, Gemini and Google AI Mode: 27 answers in all. Start a new chat for every run, in a private window, so that your own history stays out. SparkToro, from 2,961 runs by 600 volunteers, put the chance of ChatGPT or Google's AI giving the same list of brands twice at under one in a hundred.⁸ Nine answers to one question start to show a pattern.
- 3 **Write it all down.** Note every company named, whether yours is among them, the websites each answer cites, and every wrong fact stated about you. “The Prompt Test” at the back has a recording sheet and two more questions for later rounds.

How to fix it

- ✓ **Owner:** name one person to run the prompt test every three months and keep the dated sheets.
- ✓ **That person:** list the wrong facts and the page each came from. Chapter 10 covers getting a source corrected.

- ✓ **Both of you:** work through the buyer's seven checks in “Before You Start”, and if you sell through dealers, read Chapter 2 next.

Quick check: Chapter 1

Tick what is true today. One point each.

- ☐ In the last three months we have asked ChatGPT, Gemini and Google AI Mode who makes our product in our region, and kept the answers.
- ☐ Our company was named in at least one of those answers.
- ☐ Asked about our company by name, ChatGPT and Gemini both state correctly what we make and where.

Your score: _____ out of 3

DO THIS WEEK

Run the first prompt test before the week is out, with whoever will do the work on your website beside you. Keep the dated sheet: every later change is judged against it.

NOTES

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8. SparkToro and Gumshoe, “AIs are highly inconsistent when recommending brands or products”, 28 January 2026. sparktoro.com/blog

If You Sell Through Dealers

Most of your volume moves through dealers, and nothing here asks you to change that. I show where a machine enters a dealer-led sale, how to help your dealers carry the right facts, and what the work costs in people and days.

If most of your tonnage moves through dealers, on credit, on schemes and on relationships built over twenty years, you are right to ask what a website has to do with it. The dealer still closes the sale. The day's rate still goes to dealers on WhatsApp every morning, and the website need not carry it.

Brand pull in these trades is built by the mason's, carpenter's or plumber's word, the engineer's approval, the dealer's push and years of steady supply. A website adds something smaller: what the buyer knows before he reaches the dealer's counter.

Most dealers carry more than one brand. When a buyer walks in asking for yours by name, the sale is half made. When he asks only for ISI steel, the dealer sells whatever suits him that month.

What usually goes wrong

- **Treating the website as the dealers' rival.** The site is kept thin so as not to upset the channel, and gives the buyer nothing to ask for.
- **Leaving dealers to describe you.** Each dealer writes your brand his own way, and the buyer searching for it meets three spellings and an old logo.

- **Chasing the national question.** Money goes on “best TMT bar in India” against national advertisers, while the question for your own district goes unanswered.

Where a machine enters a dealer-led sale

The home builder. Before any dealer is involved, the family building a house, or the daughter researching for her parents, asks which grade or brand is safe and how to spot a duplicate: “Asli aur nakli plywood kaise pehchane?” What she reads is one of the things that decide whether they reach the shop with a brand in mind.

The engineer or architect. The person who signs off the design wants properties and paperwork: “What is a mill test certificate and should I ask for it?” (the mill’s test report for a batch). If your site gives the grade, the standard and a specimen certificate, she has what she needs to accept your brand when the contractor proposes it.

The dealer looking for a second line. A dealer adding a brand looks it up before he calls. He wants to know whether carpenters, plumbers or contractors will ask for it, how deep the range is, and whether the licences are in order.

The project consultant. Before a brand goes on a project’s list of approved makes (the brands the contractor is allowed to use), the consultant verifies the licence: “How to verify the CM/L number on plywood?” The CM/L number is the BIS licence number printed under the ISI mark, written CM/L- followed by ten digits. He wants it, with the standard and the plant, without ringing anyone.

Your dealers’ own listings

Search “TMT dealer near me” or “plywood shop near me” on a phone and look at whose names come up. You will usually find

dealers, with their Google Business Profiles (the free listing that puts a shop on Google Maps), more often than the mill. For a buyer close to buying, your dealers' listings are your shop window.

You can help your dealers carry the correct facts:

- ✓ A one-page fact sheet for dealers, like the specimen below.
- ✓ One correct spelling of the brand. Written three ways across thirty dealer listings, it is harder for a buyer to search for and for a machine to recognise as one brand.
- ✓ Photographs the dealer may use: the product with its markings, the batch tag, the plant. They beat a blurred phone picture of a stack in the godown.
- ✓ A request that each dealer's Google Business Profile lists your brand under products, with the grade names written correctly.

Dealer fact sheet: a specimen (illustrative)

Brand: [Brand] TMT, always written this way.

Product and grades: TMT bars, Fe 500D and Fe 550D, 8 mm to 32 mm.

Standard: IS 1786.

Licence: CM/L-XXXXXXXXXX, [district] plant.

Buyers may call: [number], in working hours.

To verify: enter the licence number in the BIS CARE app and check that the name and plant match.

Website: [address of the product page].

Start with your ten largest dealers. A sheet emailed to four hundred dealers and never followed up changes nothing.

Channel conflict

Owners raise two worries. The first is that a public list of dealers is a list a rival's sales team can use. That is a real worry, and Chapter 8 gives three ways to handle it.

The second is that the website will take orders from dealers. It need not, if an enquiry from the site goes to the area dealer the same day. He will notice who sent it.

The bigger competitor

Ask an assistant for the best TMT bar in India and it will name the national brands. A regional maker does not need that question. It can hope to be named on the regional and specification questions, such as “Roofing sheet manufacturers in Coimbatore, same-day cutting” or “Which TMT bar is best for a coastal area?”, where the maker whose pages state the grade, the standard, the licence and the dispatch point gives the machine something specific to say.

Tenders and approved makes

Tenders and approved-make lists are won on eligibility, the licence, past supply and price. No assistant is consulted, and no website wins a tender. The website's only role is to make the documents a tender asks for easy to find: licence numbers by product and plant, recent test certificates, past supply references, GST and company details. When an engineer at a Public Works Department (PWD)

office needs to confirm your licence late on a Friday, a page that has it saves your salesperson a trip.

What it costs in people and time

None of this needs a new department, only a few named people for a few days each. The figures are my working estimates; a company with many product lines will need longer.

Task	Who in the company	Rough effort
Write the facts for one product page	Technical head, with the web team	About half a day per product line
Collect 25 buyer questions	Sales head	One week of noting them down
Licence numbers and certificates in one place	Technical head	One day
Dealer fact sheet	Sales head	Two days
Changes on the website	Web team	About two hours a product page once the facts are supplied (my estimate)
Keep the facts correct	One named person	An hour or two a month, plus a call whenever a grade, size or licence changes

The last row matters most. A grade is added, a size is dropped, a second plant gets its own licence. If nobody owns the facts, the site drifts, and the dealer sheet drifts with it.

Check it yourself

- 1 Search as a nearby buyer would. On a phone, search for your product with “dealer” and your own city, for example “plywood

dealer Indore”. Note whose names appear, and whether your brand appears and how it is spelt. Repeat for your two or three biggest towns.

- 2 **Open the top three dealer listings.** Write down anything wrong or out of date in the products, photographs and brand names they show.
- 3 **Ask your three largest dealers.** Ring each and ask what buyers ask before buying, in the buyers’ own words, and which questions are hardest to answer. Write the answers down for the question list in Chapter 7.
- 4 **Collect the licence list.** Ask your office for every licence number you hold, with the product and the plant each belongs to. Chapter 6 uses the list.

How to fix it

- ✓ **Owner: name one person.** That person keeps the product facts correct on the website and the dealer sheet, and the technical and sales heads tell him of every change. Write it into the job so that it survives a change of staff.
- ✓ **Owner and sales head: decide the dealer question.** Choose how a buyer finds a dealer and how a direct enquiry reaches the dealer for that area, and write both down before anyone builds a page.

Quick check: Chapter 2

Tick what is true today. One point each.

- ☐ One named person keeps the product facts on our website correct (grades, sizes, licences) and is told when any of them changes.
- ☐ Our ten largest dealers have a one-page sheet from us with the correct brand spelling, grades and licence facts.
- ☐ We have searched for our product with “dealer” and our own city on a phone, and our brand appears with the right name.

Your score: _____ out of 3

DO THIS WEEK

Write the one-page dealer fact sheet and send it to your ten largest dealers. Ask your sales team to look at each of those dealers' Google Business Profiles on their next visit and report what they find.

What a Machine Finds on Your Website

When an assistant searches the web for an answer, it works from the text it managed to read in a few seconds. I explain how it builds an answer about a manufacturer, and report what a check of 30 manufacturers' websites, run for this book on 5 October 2026, found.

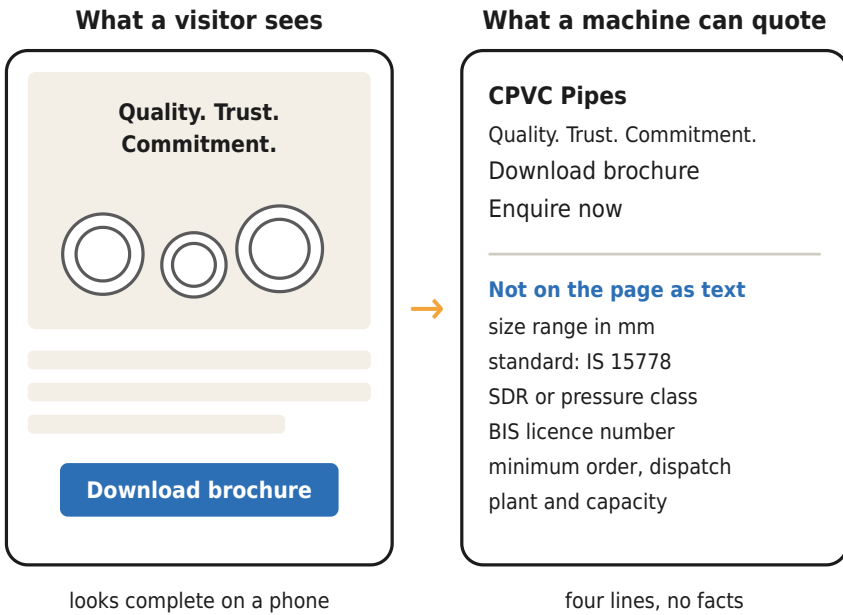
When a contractor asks an assistant which companies make CPVC pipe in her state, the assistant may run a few web searches, open a handful of the pages that come back and write a summary from the text it managed to read. What it could not read in that time is unlikely to be in the answer.

The pages it opens are rarely all yours. It can draw on your own site, on marketplace listings, on official lists such as the BIS records, on the trade press and on other people's comparisons (Chapters 9 and 10). Here I deal with the one place you control completely.

What a machine reads most dependably is text: words and numbers on the page itself, the kind you could select with a finger and copy. An assistant answering in seconds cannot be counted on to download a large catalogue and search it. A licence number that exists only inside a photograph of a certificate cannot be copied, searched or quoted reliably. A product called only by its brand name tells a stranger, human or machine, very little.

Google does index PDF files, and it asks site owners to describe each image in alt text, a short label the web team attaches to the

picture.¹ Still, the safest place for any fact you want repeated is ordinary text on an ordinary page.



One product page, read twice (illustrative). A visitor sees a finished page, while a machine reading the text gets four lines and none of the facts a buyer shortlists on.

What usually goes wrong

- **The licence in a picture.** The certificate was scanned and uploaded, and the number was never typed anywhere on the site.
- **Judging the site from your own browser.** Your browser gets the page, so you assume every visitor does. A refusal shows only to the crawler that receives it.
- **Security settings nobody has read.** A rule against automated visitors, switched on years ago, now refuses AI crawlers by name, and on a few sites the search crawlers with them.

The check of 30 sites

The check covered 30 regional manufacturers, not the national giants, across the five trades in this book. Their pages were read as text, without images, PDF files or scripts, in two passes: first 4 to 9 pages a site, then more, to between 8 and 24 a site. Each home page was also requested under four AI crawler names. It was one day's snapshot, and "About the 30-Site Check" gives the method and its limits.²

What the check looked for	Result
Page title says what the company makes	28 of 30
First main heading on the home page says what it makes	13 of 30 (6 have no main heading)
Product page passes a lenient specification test: any three figures with units, or any table	20 of 30
Product page passes a strict test: a grade or model, a size or rating with units, and a standard number, all as text	5 of 30 (one more borderline)
Product page names a standard	7 of 30
Specifications only in a PDF or an image	8 of 30
BIS licence (CM/L) or registration (R) number printed as text, on the pages read	0 of 30
Answered a browser but refused at least one of four AI crawler names	15 of 30
Refused the training crawler names GPTBot and ClaudeBot	13 and 9 of 30
Refused the search crawler names OAI-SearchBot and PerplexityBot	4 of 30 each

The gaps are in what the pages say more than in how the sites are built: 28 of 30 titles named the product, and 29 of 30 home pages had their words in the page itself. Closing them takes writing time more than money.

Not on the page as text

The standard was the piece most often missing: only seven product pages named one, and only five passed the strict test.

The licence number is the clearest case, and the one I would fix first. A licence or registration number applies to what 24 of the 30 make, and 19 of those 24 claim ISI or BIS. None of the 19 printed the number as readable text on the pages read. It may well sit inside a certificate photograph or a PDF, which the check did not read, and a machine reading text cannot be counted on to find it there.

Turned away at the gate

A crawler is the software a company such as OpenAI sends out to fetch web pages. Each announces itself by name, much as a visitor gives his card at the gate.

Fifteen of the 30 sites answered an ordinary browser but refused at least one of four AI crawler names. Most of that was the two names that collect training data: 13 refused GPTBot and 9 refused ClaudeBot. The two search crawler names tested, OAI-SearchBot and PerplexityBot, were each refused by 4 sites, the same 4 that refused all four names.

Only one of the 15 said anything about blocking AI crawlers in its robots.txt, the public file that tells crawlers what they may fetch. Claude-SearchBot and the agents that fetch a page when a user asks were not tested. The test sent only the crawler's name from an ordinary cloud server, so it is an indication and not proof of what the real crawler receives.

Refusing training crawlers is a choice a company may fairly make, and it does not stop the company being found in answers. What I would not accept is a refusal nobody chose. In most of these cases nobody appears to have chosen it: the robots.txt says nothing, and the server refuses anyway.

Hosting companies and security services switch on rules against automated visitors, and some catch AI crawlers by name. Several sites refused the GPTBot name in the same way and sat with the same large hosting company.

GPTBot and ClaudeBot collect pages that may be used to train AI models. OAI-SearchBot, Claude-SearchBot and PerplexityBot fetch pages for the search in ChatGPT, Claude and Perplexity. ChatGPT-User, Claude-User and Perplexity-User fetch a page when a user asks for it.³

Google's AI Overviews and AI Mode rely on Googlebot's ordinary crawling, and Google says no special file or markup is needed to appear in them. Google-Extended is a control token for robots.txt, not a crawler, and Google says it does not affect inclusion or ranking in Search. Microsoft's Copilot draws on Bing's search results.⁴ A robots.txt that says nothing about a crawler leaves it allowed, and nobody is required to name AI crawlers there.

Check it yourself

- 1 **View the page source.** On a laptop, open your main product page, right-click on an empty spot and choose "View page source" (Ctrl+U, or Option+Command+U on a Mac). Press Ctrl+F and type a few plain words from the visible page, avoiding links, bold type and "&". If they are not found, the text is drawn by code after the page loads, or sits in an image.
- 2 **Find your licence number.** On each product page, use the browser's find (Ctrl+F, or "Find in page" on a phone) and type the first few digits of your CM/L or R-number. If nothing is found, the number is not text on that page.
- 3 **Ask your host in writing.** Send the letter below to your hosting company or web team, and keep the reply on file.

- 4 **Copy the page as text.** On a laptop, press Ctrl+A and Ctrl+C on your product page, then paste into a blank Notepad or Word page. What arrives is a rough guide to what a machine reading text gets.
-

A letter to your host or web team

Please confirm in writing that no firewall, bot-protection, content-delivery or rate-limit setting on our website refuses or slows requests from Googlebot, Bingbot, OAI-SearchBot, ChatGPT-User, Claude-SearchBot, Claude-User, PerplexityBot or Perplexity-User. Please also send us what our robots.txt file says, and tell us whether any rule treats GPTBot or ClaudeBot differently from the others.

How to fix it

- ✓ **Owner: settle the crawler question.** If the host's reply shows a rule refusing any search crawler or user agent, have it changed and confirmed in writing. Decide separately whether to admit GPTBot and ClaudeBot, and write it down.
- ✓ **Technical head and web team: put the facts on the page as text.** Each item below belongs in words and numbers, beside any image or catalogue that carries it. Chapters 4 to 8 show how.
 - What you make, in the main heading of the home page.
 - The grades or series you sell, each with its own page or headed section.
 - The sizes you actually make, with their units.
 - The standard, by IS number, beside each product.
 - The minimum order and the usual dispatch time.
 - The BIS licence or registration number, as text beside the products it covers.

- Where the plant is and its capacity, on the home page too.
- Who runs the company, and who is the technical head.
- Where to buy: your dealers, or the area you dispatch to.
- How to enquire, with a tap-to-call number.

Quick check: Chapter 3

Tick what is true today. One point each.

- ☐ A sentence copied from our main product page can be found in “View page source”.
- ☐ Our host or web team has confirmed in writing that no firewall or security setting refuses Googlebot, Bingbot, OAI-SearchBot, PerplexityBot or Claude-SearchBot.
- ☐ Our home page states in text what we make, where the plant is and its capacity.

Your score: _____ out of 3

If you want the same reading of your own site, with every gap listed, see “Work With EbizIndia” at the back.

DO THIS WEEK

Send the letter above to your host or web team today and ask for a written reply by the end of the week.

NOTES

1. Google Search Central, list of file types Google can index, last updated 3 February 2026. Google Search Central, “Image SEO best practices”, last updated 2 March 2026, on alt text. developers.google.com/search/docs
2. The check of 30 manufacturers’ websites, 5 October 2026. See “About the 30-Site Check”.
3. Crawler documentation, read 5 October 2026: OpenAI, developers.openai.com/api/docs/bots; Anthropic Help Centre, updated 7 April 2026, support.claude.com; Perplexity, docs.perplexity.ai/guides/bots
4. Google Search Central, *AI features and your website*, last updated 10 December 2025. developers.google.com/search/docs/appearance/ai-features; Google, crawler documentation, Google-Extended entry, updated 14 July 2026, developers.google.com/crawling/docs; Microsoft Learn, public web access for Microsoft 365 Copilot, updated 18 August 2026, learn.microsoft.com

Say What You Make

The first line on your home page is among the first things a buyer, Google and an assistant read. I set out what that line should say, and how to arrange and name your product pages so that a stranger knows what you make.

Most of the 30 sites in the check described in Chapter 3 already say what they make, but in the wrong place. On 28 of the 30, the page title named the product.¹ The page title is the line in the browser tab and the blue link in Google's results. It sits outside the page itself.

The main heading is the large first line on the page, and only 13 of the 30 used it to say what the company makes. Some had no main heading at all. The rest opened with a slogan, a single abstract word, a call to buy, the company's name, or the label of a section further down the page. That line is where a page says what it is about, so use it for that.

What usually goes wrong

- **A slogan where the product should be.** The largest words describe a feeling, and the product appears further down, if at all. Often they are drawn inside a banner picture, which may read as nothing to a machine working from the text.
- **The company name as the heading.** It assumes the reader already knows you. The buyer you want does not.
- **One page for the whole range.** Every grade and size shares a paragraph, so a buyer asking about one grade has nowhere to

land.

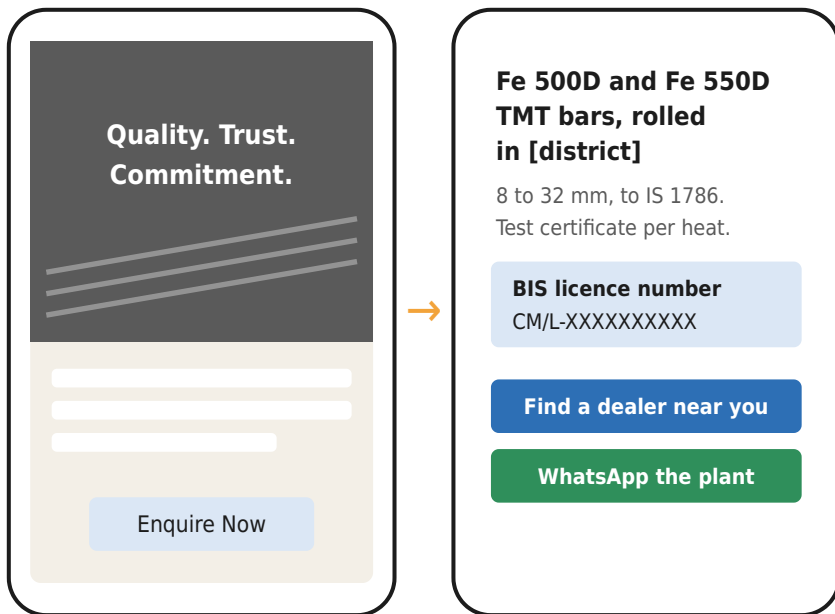
- **Brand names standing alone.** “[Brand] Ultra” in the menu, the heading and the caption, and the words “marine grade” nowhere.

A headline pattern for a manufacturer

My pattern for a manufacturer’s headline has four parts: the product, the grades or range, where it is made, and one fact a buyer can check. Keep the heading itself to a dozen words or fewer and put the standard and the checkable fact in the line beneath it. Both sit on the first screen, so the buyer has her first two answers before she scrolls.

The examples are illustrative, and the places only show where the district goes.

Trade	Heading, and the line beneath it
Plywood and panels	MR, BWR and BWP plywood and block board, made in Yamunanagar To IS 303, IS 710 and IS 1659. BIS licence number on every product page.
Pipes and tanks	uPVC and CPVC water pipes and SWR drainage pipes, made near Rajkot To IS 4985, IS 15778 and IS 13592, each with its BIS licence number.
TMT and structural steel	Fe 500D and Fe 550D TMT bars, rolled in Jalna 8 to 32 mm, to IS 1786. A mill test certificate for every heat.
Roofing sheets and panels	Colour-coated roofing sheets, 0.47 and 0.50 mm TCT, profiled near Nagpur From AZ150 pre-painted coil to IS 15965, made by [mill name].
Solar modules	TOPCon solar modules, 570 to 590 Wp, made in Gujarat BIS-registered to IS 14286. Company, plant and models enlisted in ALMM List-I.



nothing a buyer can check

every line can be checked

Two first screens for the same TMT maker. *The screen on the right says what is made, in which grades and sizes, to which standard and where, before the buyer scrolls.*

A page for each line and grade

Buyers in these trades ask by grade, and they ask for the difference between grades: “MR vs BWR vs BWP plywood difference”, “Fe 500 vs Fe 500D difference”, “Galvalume vs galvanised (GI) sheet, which lasts longer?” A single page headed “Our Products” answers none of them.

Give every product line its own page. Wherever buyers ask by grade, give each grade or series a page or a headed section: Fe 500D apart from Fe 550D, CPVC for hot water apart from uPVC, AZ150 sheet apart from galvanised, a TOPCon series apart from a mono PERC one (an older cell type).

A grade page's heading names the grade, the size range and the standard. Chapter 5 covers the table beneath the heading.

Pages for a use

Buyers also search by the job in hand: “Which plywood is best for kitchen cabinets?”, “Best roofing sheet for coastal area (salt air)?”

An application page takes one use and answers it with your products: plywood for kitchens, roofing for coastal sheds, PUF panels for cold storage, column pipes for borewells. It says which of your grades suit the use and which do not, gives the facts the use turns on, such as the coating for salt air, and links to the product pages.

My reasoning is that a buyer typing a full question is more likely to name his use than your brand, and a page built around that use is the natural one to answer him. Start with the uses your sales team hears about most.

The standard name beside the brand name

Keep your brand names, and add to each one the name a stranger would use. Take a plywood page headed only “[Brand] Ultra”. A carpenter who knows the brand may know what it is. A stranger, or an assistant comparing three suppliers, learns only that something is called [Brand] Ultra.

Headed “[Brand] Ultra: BWP, marine grade to IS 710”, the same page names the grade and the standard, and a buyer can check both. A pipe series should carry “CPVC pipe to IS 15778, SDR 11” beside its name, and a TMT brand “Fe 550D to IS 1786”.

Photographs that say something

Stock photographs of smiling engineers in spotless helmets do nothing for a manufacturer. Use real photographs of your plant and product, captioned in words, such as “Quenching line, [district] plant”, and ask your web team for alt text, a short description attached to each picture. Google asks for alt text to understand an image.² Keep every fact in words as well.

Check it yourself

- 1 **The outsider test.** Hand your phone, with the home page open, to someone outside your trade: a relative, your accountant, a neighbour’s son or daughter at college. After ten seconds, take the phone back and ask what the company makes. Write down the exact words.
- 2 **Find your main heading.** On a laptop, open your home page, choose “View page source” (Ctrl+U), press Ctrl+F and type “<h1”. The words after it are your main heading. If there is no match, the page has none. If you find more than one, or a picture’s file name where the words should be, ask your web team what the heading is.
- 3 **Count pages against products.** List every product line and every grade or series you sell. Beside each, write the address of the page or headed section that covers it. Every blank is a missing page.
- 4 **Read your product names as a stranger would.** For each product page, check that the heading carries the standard name and the IS number beside the brand name.

How to fix it

- ✓ **Heading first.** You and your technical head write the heading and its line. The web team sets it as the main heading (the H1, in their terms), in text, not inside a banner picture.
- ✓ **Then the page map.** The sales head adds to the list from step 3 the three or four uses buyers ask about most. The web team plans a page or headed section for each.
- ✓ **Then the names.** The technical head puts the trade name and IS number beside each brand name, for every heading, menu item and caption.

Quick check: Chapter 4

Tick what is true today. One point each.

- ☐ The main heading on our home page says what we make.
- ☐ In the last three months someone outside our trade read our home page on a phone and told us correctly what we make.
- ☐ Each grade or series we sell has its own page or its own headed section.
- ☐ Each product page gives the standard name and IS number beside our brand name.

Your score: _____ out of 4

DO THIS WEEK

Do the outsider test with two people who do not know your trade, and write down their words. Then write your home page heading and the line beneath it, check both with your technical head, and send them to your web team.

NOTES

1. The check of 30 manufacturers' websites, 5 October 2026. See "About the 30-Site Check".
2. Google Search Central, "Image SEO best practices", last updated 2 March 2026, on alt text. developers.google.com/search/docs/appearance/google-images

Specifications on the Page

Engineers, contractors and purchase executives shortlist on figures. I explain why a catalogue file is a weak place to keep them, and what a specification table in your trade should hold.

A purchase executive at a pre-engineered building company has three roofing suppliers to compare by evening. She needs the same facts from each: base metal thickness, coating mass, yield strength, cover width, and how soon the sheets can leave the plant. Two of the three websites send her to a brochure download. The third has the figures in a table on the product page, and that is the one she pastes into her comparison sheet.

An assistant asked to compare the same suppliers is in her position, with less patience. It compares the figures it can read. If yours are not there in words, the comparison may be made without you, or from whatever a marketplace listing says about you.

In the check of 30 sites described in Chapter 3, only 5 of the 30 product pages gave a grade or model, a size or rating with its unit and a standard number, all as text.¹ The piece most often missing was the standard. A page listing TMT bars from 8 mm to 32 mm gives a structural engineer the sizes, and leaves him to ask whether they are made to IS 1786. On 8 of the 30 sites the thickness, grade, size or wattage appeared only in a PDF or an image.

What usually goes wrong

- **Adjectives in place of figures.** “Superior strength” and “long life” give a buyer nothing to compare and an assistant nothing to

quote.

- **A thickness that does not say which thickness.** “0.50 mm” on a roofing sheet, with no TCT or BMT, invites the suspicion the buyer already brought with her.
- **The brochure button is the product page.** The page carries a photograph and a button, and the figures live in a catalogue of tens of megabytes.
- **No commercial facts.** Minimum order, dispatch time and capacity are left for the phone call, so the buyer who wanted them first calls someone else.

Why a catalogue alone is not enough

A catalogue is a good thing to hand a dealer across the table.

Weight. A site engineer on mobile data opens a page at once and puts off a large download until he is back at a desk. (So does your order.)

One file for the whole range. When a buyer, Google or an assistant looks for your 25 mm CPVC pipe, there is no page about that pipe alone, only page 17 of a large file.

Nothing on the page to quote. Google can index a PDF, and does,² but an assistant answering in a few seconds cannot be counted on to download a large catalogue and search inside it. Text on the page is the safest thing to rely on.

What a specification table needs

Every product page needs one table, in text, that a buyer can read on a phone and an assistant can quote. The rows follow what buyers check.

- **The grade or model,** written the way the trade writes it: Fe 550D, BWP, SDR 11 (the ratio of a pipe’s outside diameter to its

wall thickness), AZ150 (an aluminium-zinc coating of 150 grams per square metre, total on both sides).

- **The size range you actually make**, with a note on which sizes are stocked and which are made to order.
- **Each figure with its unit beside it**: mm, kg per metre, kgf/cm², Wp (watt-peak, a module's rated power).
- **The standard beside the figures**: IS 15778 above the CPVC table, IS 710 above the marine plywood table.
- **Tolerances where buyers ask about them**: thickness tolerance on plywood, mass per metre on bars, power tolerance on modules.
- **Weight per unit**: per metre for bars and pipes, per square metre for sheet, per piece for a module or a tank.
- **Packing**: bundle weight for bars, modules per pallet and per container.

Then come the commercial facts, which buyers type as questions: “Lead time for 500 tonnes Fe 550D for a project”, “Roofing sheet manufacturers in [city], same-day cutting”. Give the minimum order, the usual dispatch time, the dispatch points and the capacity per month.

The parameters buyers expect differ by trade. The sector sheets at the back list them, with a model product page for each.

For roofing sheet, say which thickness you mean. TCT, total coated thickness, is the steel plus its coating and paint. BMT, base metal thickness, is the steel alone. A sheet sold as 0.50 mm can be either, so print both.

Colour-coated Al-Zn sheet		
Profile	5 ribs, rib height 28 mm	Profile in words
Standard	IS 15965 (coil)	Standard beside it
Thickness	0.43 mm BMT, 0.50 mm TCT	BMT and TCT stated
Coating	AZ150, polyester (RMP)	
Cover width	1,000 mm	Size with its unit
Length	1.5 m to 12 m, to order	
Approx. weight	4.4 kg per sq m of cover	
Colours	4 stock colours	
Min. order	100 sq m	Min. order, dispatch
Dispatch	2 working days (stock)	

Illustrative. Figures are examples, not recommendations.

A specification table that answers the buyer. Every figure has its unit, the thickness says which thickness it is, and the commercial facts sit in the same table as the technical ones.

Keep the PDF, as a datasheet

Keep the catalogue for dealers and for buyers who want a file to forward. Add, for each product, a datasheet of its own: a page or two, built from text so that any line can be selected and copied, carrying exactly the figures on the web page, and linked from it. My working limit is 2 MB, which opens on a phone without a wait.

When a figure changes, change the page and the datasheet on the same day. Two different coating figures for one sheet leave the buyer unsure which to believe.

Price without a rate card

You need not publish a rate. The day's rate already goes to your dealers on WhatsApp every morning. Buyers still ask "Sariya ka rate aaj ka" and "Why is TMT price different for 8 mm and 12 mm?" Two or three sentences on each product page can say what moves the

price (the raw material, the size, the quantity and the distance from the plant) and how to get a quotation the same day: which number to WhatsApp, what to send, and by what hour a request is answered.

Check it yourself

- 1 **The strict test.** Open your main product page on a phone. Look for three things as text, not inside a picture: the grade or model, a size or rating with its unit, and the IS number. Tick each one you find.
- 2 **Select and copy.** Open your catalogue PDF on a computer, select one line of a specification table and paste it into a blank note. If nothing pastes, or the line comes out garbled, the figures are not usable text.
- 3 **Check the file size.** Download each PDF your product pages link to and read its size in your Downloads folder. Write the sizes down, product by product.
- 4 **Ask an assistant about your own product.** Ask ChatGPT and Gemini a specification question with your brand name in it, for example “What thickness, coating and standard does [your brand] colour-coated roofing sheet come in?” Note whether the figures are right and which page it cites.

How to fix it

- ✓ **The technical head writes the table first**, one per product line, from the production specification: a unit beside every figure, and TCT and BMT for any sheet. The sales head adds the minimum order, dispatch time and dispatch points.
- ✓ **The web team then puts it on the page** as a real table in text, never a picture of one, with the IS number in the line above.

- ✓ **The technical head makes one datasheet per product**, under 2 MB, with selectable text and the same figures as the page, and the web team links it from that page.

Quick check: Chapter 5

Tick what is true today. One point each.

- ☐ Every product page shows the grade, the full size range and the standard as text or a table on the page.
- ☐ Every figure in our specification tables has its unit beside it.
- ☐ Each product page states the minimum order and the usual dispatch time.
- ☐ Each datasheet PDF covers one product, is under 2 MB, and its text can be selected and copied.

Your score: _____ out of 4

DO THIS WEEK

Sit with your technical head for an hour and write the specification table for your best-selling product on one sheet of paper: grade, sizes, every figure with its unit, the standard, minimum order and dispatch time. Then open that product's page on your phone and tick each row that is already there as text. The unticked rows are next week's work for your web team.

NOTES

1. The check of 30 manufacturers' websites, 5 October 2026. See "About the 30-Site Check".
2. Google Search Central, indexable file types, last updated 3 February 2026, lists Adobe Portable Document Format (.pdf). developers.google.com/search/docs/crawling-indexing/indexable-file-types

Proof a Buyer Can Verify

Every buyer in these five trades is afraid of the duplicate. The answer is to put your licence number, test documents, product markings, warranty and people on the page in words, so that a buyer can check them in a minute and an assistant can quote them.

A home builder's worry about steel is the bar that weighs less than it should, or carries a grade it does not have. The same fear runs through every trade in this book: plywood stamped BWP that is really MR, roofing sheet thinner than the thickness on the bill, pipe made from recycled material and sold as virgin, solar modules carrying serial numbers that have been used before.

Buyers type the fear as a question. "Nakli sariya kaise pehchane?" "How to check if a pipe has genuine ISI mark (CM/L number)?" "Fake DCR panels, duplicate serial numbers, how to avoid?" (DCR modules are those made with Indian cells.) Only the maker of the genuine product can answer each of them completely, and it is common to find the maker's website silent.

In the check of 30 sites described in Chapter 3, 19 sites claim ISI or BIS certification for a product that carries a BIS licence or registration number.¹ None of the 19 prints the number as readable text on the pages read. Images and PDFs were not read, so the numbers may well sit inside pictures of certificates, where a buyer on a phone cannot copy them and an assistant cannot be relied on to find them. Fewer than half the 30 sites show any IS number as text.

What usually goes wrong

- **The certificate as a picture only.** The licence is real, the number is inside a photograph, and nobody can type it.
- **“ISI certified” with no number.** The claim invites the very question the site does not answer.
- **Silence about the coil.** A roll-former that never says whose coil it profiles, under whose licence.
- **“BIS certified, ALMM approved” with nothing to check.** No R-number and no model named, so the claim cannot be verified on the page.

The licence line

The remedy is one line of text beside each product, which I call the licence line. It carries four things.

- **The standard.** The IS number and what it covers: IS 1786 for TMT bars, IS 15778 for CPVC pipes, IS 710 for marine plywood.
- **The number.** CM/L- followed by the ten digits, exactly as BIS issued it. BIS says the number is shown, preferably, below the ISI mark on the product, so the buyer holding your product can compare the two.²
- **The plant.** The unit the licence belongs to, with its address and pin code.
- **How to check it.** One sentence naming the BIS CARE app, the Bureau of Indian Standards’ own app, and the function to use.

At the time of writing the app’s function for ISI licences is called ‘Verify Licence Details’, and the one for registration numbers ‘Verify R-Number under CRS’, CRS being BIS’s Compulsory Registration Scheme.³ Entering the number should bring up the licence holder’s name and address and the product.

I would not print the licence’s validity date. A date typed on a web page is rarely changed when the licence is renewed, and an expired date does more harm than none. Print the number and the words “check current status on BIS CARE”.

An illustrative licence line, ready to adapt

BWP plywood, marine grade to IS 710. BIS licence CM/L-XXXXXXXXXX, made at our Unit 2, [address with pin code]. To check this licence, open the BIS CARE app, choose ‘Verify Licence Details’ and enter the number. Check current status on BIS CARE.

On the product page, as text

BWP, marine grade to IS 710

IS 710, Marine Plywood

the standard

BIS licence CM/L-XXXXXXXXXX

the number

Made at our Unit 2, [pin code]

which plant

Check: BIS CARE app,
‘Verify Licence Details’

how to check

Check current status there

no date printed

On many sites

certificate
image only

cannot be copied
or searched

Illustrative. X stands for each digit of the real number.

The licence line beside the certificate picture. *Keep the picture if you like, but put the standard, the number, the plant and the way to check it beside the product in words.*

Several plants. Where each unit of a group holds its own licence, print each unit’s number against the products that unit makes. A buyer who types the number from her sheet should find the same plant on your page.

Roofing sheets. If the BIS licence is yours, print it. A roll-former profiling coil made under the mill’s licence names the mill, the coating (AZ150, say) and the standard, such as IS 15965 for pre-painted aluminium-zinc sheet, and states plainly that the licence is

the mill's. If the mill's number is on the sheet, say where. If you buy from more than one mill, say which mill's coil each product or order is rolled from.

Solar modules. A BIS registration, the number beginning R-, covers a series of models. ALMM List-I, the Approved List of Models and Manufacturers kept by the Ministry of New and Renewable Energy, enlists the manufacturer, the plant, the models and the capacity.

A module's line reads: "TOPCon module, 580 Wp class, to IS 14286 and IS/IEC 61730. BIS registration R-XXXXXXXXX covers this series. On ALMM List-I as [model name exactly as listed]. Check the registration with 'Verify R-Number under CRS' in BIS CARE, and the listing on the ALMM page of mnre.gov.in."⁴

Mounting structures carry neither. A structure maker proves itself with the steel grade, the galvanising and the design report, and should not borrow the module maker's numbers.

Test certificates

The licence says the plant may use the mark. A test certificate says what one lot actually measured. Structural engineers ask for a mill test certificate for each heat of steel (the steel from one melt), and tender committees for test reports from a recognised laboratory. Put three things on the site.

- **What your certificate shows, in words.** For TMT bars: the heat number, grade, chemical composition, yield and tensile strength and their ratio, elongation, and the bend and re-bend results. Name the parameters, and leave the values to the certificate.
- **A specimen.** One certificate with the customer's details removed, so a buyer knows what he should receive and can spot one that looks different.

- **Who tests, and how often.** Your own laboratory and its accreditation (NABL, the national accreditation board for laboratories, for example), and any outside laboratory or inspection agency, with how often each one tests your product.

Then say how a buyer gets the certificate for the lot delivered: with the delivery, from the dealer, or by WhatsApp against the invoice number. It is common to find a mill that issues a certificate for every heat and a website that never says how to ask for one.

Genuine or duplicate

Give the buyer one page, in words, on how to recognise your product, written for the person at the dealer's counter or the site gate.

- **The marking on the product.** What is rolled into your bar, or stamped or printed on each sheet or length, how often it repeats, and where the ISI mark and the CM/L number sit.
- **The bundle or batch tag,** and what it carries: brand, grade, size, heat or batch number, weight.
- **Serial numbers and QR codes.** Where a module's serial number is printed, and what a QR code on your product or packing opens when scanned.
- **The figures a buyer can check on site.** For bars, the mass per metre for each diameter and its tolerance, so that a contractor can weigh a bar against the page. For sheet, whether the thickness you quote is TCT or BMT (Chapter 5), so that a buyer who measures knows what to expect.
- **The authorised dealer.** A number to call or WhatsApp where a buyer can give a dealer's name and be told whether he is yours.

Owners sometimes worry that such a page teaches the copier. He already knows what your bar looks like. The home builder is the

one who does not.

Warranty in words

Buyers ask “Does ‘lifetime warranty’ on plywood really mean anything?” and websites rarely answer. Write the warranty as text: the period, what is covered and what is not, what the buyer must keep (the invoice, the batch or serial number), and the number to call for a claim, with what happens next.

A roofing sheet warranty says who gives it, the mill or the roll-former, whether it covers perforation or paint, and what it excludes near the coast. A module warranty separates product from performance warranty.

The plant and the people

“Will the company exist for 25 years to honour the warranty?” is a fair question from a module buyer, and every trade has its version. Answer it with facts: the plant’s address with pin code, the year production started, the capacity in your trade’s unit, the main machines and testing equipment, captioned photographs and a short video.

Name the directors, and the technical or quality head with a line on his or her experience. A project buyer wants to know who answers if a lot fails its test.

Customers, projects and approvals

Name customers and projects where the customer allows it. Where the customer does not, describe them: “a metro rail project”, “a state housing board township”. If you are on an approved-make list, state it with the authority’s name and the

product it covers. Chapter 2 explains what a website can and cannot do for a tender.

Claims to drop

“No. 1”, “India’s largest”, an award nobody can trace, the logo of a certificate that has lapsed: each one costs you. A buyer who cannot check a claim discounts it, and the claim beside it. I would keep only the claims a stranger can verify and remove the rest.

Check it yourself

- 1 **The one-minute test.** Open your own site on a phone and start a timer. Find your licence or registration number as text, without opening a picture or a PDF. On a computer, search each product page for “CM/L” or “R-” with the browser’s find.
- 2 **See what a buyer sees.** Install the BIS CARE app, choose ‘Verify Licence Details’ (or ‘Verify R-Number under CRS’ for modules) and enter each of your numbers. Write down what the record shows.
- 3 **Match the record to your site.** Put the official record beside your website’s footer and contact page. The company name and the plant address should read the same, word for word.

How to fix it

- ✓ **The licence lines first.** The technical head writes one for each product from the sheet in this week’s task, and the web team places each beside its specification table.
- ✓ **Then the proof pages.** The technical head writes what your test certificate shows, with a specimen, and one page on telling your product from a duplicate. The web team links both from every product page.

- ✓ **Then the owner's part.** You approve the warranty text and the names of the directors and technical head, and strike out every claim a stranger cannot verify.

Quick check: Chapter 6

Tick what is true today. One point each.

- ☐ Our BIS licence (CM/L) or registration (R) numbers are written as text beside the products they cover. Where the licence belongs to our coil supplier, we name the supplier and say so.
- ☐ The site tells a buyer how to check our licence number on BIS CARE.
- ☐ The site explains in words how to tell our genuine product from a duplicate.
- ☐ The warranty period, what it covers and the number to call for a claim are on the site as text.
- ☐ The site names our directors and our technical or quality head.

Your score: _____ out of 5

DO THIS WEEK

Ask your technical head for a sheet of every licence and registration number the company holds, with the unit and products each one covers. Enter each number in the BIS CARE app and check that the name and address on the record match your website. Then put the first licence line on the page of your best-selling product.

NOTES

1. The check of 30 manufacturers' websites, 5 October 2026. See "About the 30-Site Check".
2. Bureau of Indian Standards, BIS Standard Mark, last updated 21 November 2025: the number is shown "preferably below the Standard Mark as 'CM/L-XXXXXXXXXX'". bis.gov.in/index.php/fmcs/certification-process/bis-standard-mark
3. Bureau of Indian Standards, BIS Apps, last updated 24 September 2025, bis.gov.in/bis-apps. On a computer, Manak Online searches licences by state and company name (manakonline.in/MANAK/ConformityAssessment) and the CRS portal searches by R-number (crsbis.in/BIS). Function names as at October 2026.
4. Ministry of New and Renewable Energy, ALMM, List-I last updated 16 September 2026. mnre.gov.in/en/approved-list-of-models-and-manufacturers-alm

The Questions Buyers Ask

Your sales team answers the same questions every week, one WhatsApp message at a time. I cover where to collect them and where the written answers should go, so that the next buyer can find them, and so can the machine reading on the buyer's behalf.

Every manufacturer's sales phone carries the same messages. "Kitchen ke liye kaun sa plywood best hai, BWR ya BWP?" "Rust on TMT bars, is it ok to use?" "Warranty on colour coated sheets, who gives it, mill or roll-former?" Someone senior types a good answer, the buyer reads it, and it goes no further. The next buyer with the same question may ask Google or an assistant, and may get an answer written from somebody else's page.

The check of 30 sites described in Chapter 3 found question-and-answer content of any kind on only 9 of the 30.¹ The answers exist, on the sales team's phones.

What usually goes wrong

- **Questions nobody asked.** An FAQ page that answers the company's own questions, about its vision and why it is the best choice, and none of the buyer's.
- **Answers that sell.** Three sentences of praise and no grade, standard or figure.
- **Answers inside a brochure.** Good answers, in a PDF or a picture that a buyer on a phone does not open.
- **Hindi by machine.** A translated page that nobody who speaks the language has read. A grade name can come back as words

nobody in the trade would use.

Where to collect the questions

Collect them in the buyer's words, spelling and all.

- **The sales team's WhatsApp.** Ask each salesperson to forward every buyer question as typed, not summarised.
- **Dealers.** The counter hears the home builder's questions, which rarely reach the factory.
- **The people on site.** Site engineers, plumbers, fabricators, carpenters and installers are asked what to buy, and often decide.
- **Complaints.** Each complaint is a question nobody answered before the sale: why is the laminate peeling, why did the bar crack on bending.
- **The assistants themselves.** Ask ChatGPT or Gemini what a contractor wants to know before buying your product, and keep the ones your sales team recognises.

Seven kinds of question

Most buyer questions fall into seven kinds. The examples are typical of what buyers in these trades type or say, not a count of anyone's enquiries. The sector sheets list twenty for each trade.

Kind of question	An example, in the buyer's words
Which grade for which use	"Ghar ki chhat ke liye kaun si sheet best hai?"
One option against another	"IS 303 vs IS 710 plywood, kya farak hai?"
What moves the price	"Plywood ka rate kyun badh raha hai?"

Kind of question	An example, in the buyer's words
Standards and how to check	"How to check BIS registration of a solar panel (R-number)?"
Sizes and availability	"TMT bar length, 12 metre bundle weight and number of rods."
Dealership	"How to become a distributor of [brand] solar panels? Investment?"
Warranty and complaints	"Why do CPVC pipes leak at joints?"

A page that explains grades for a use is one a regional maker can write as well as anyone. Comparisons deserve a full page each, because a buyer comparing two options is close to choosing. Price questions get two or three sentences on what moves the price, with no rate. The rest point to the licence line (Chapter 6), the specification table (Chapter 5) or the dealer page (Chapter 8).

Where the answers go

On the product page, beneath the specifications. Five or more of the questions buyers of that product ask, answered as text. A buyer reading about 16 mm Fe 550D bars wants the answers about those bars, not a general page three clicks away.

On a few full pages. Comparison and selection questions need room, such as "Block board vs plywood for long shelves and doors" and "HDPE vs PVC pipe for underground water supply".

Answer first. Give the answer in the first two or three sentences, then the detail: the reason, the standard, the figure with its unit, and when the answer changes. A buyer on a phone reads the top, and a sentence that answers on its own is the easiest thing on the page for an assistant to quote.

An answer, written properly (illustrative)

“Fe 550 vs Fe 550D, kya farak hai?” Both are grades of TMT bar under IS 1786. The D grade must meet higher requirements for elongation and for the ratio of tensile strength to yield strength, which is why structural engineers specify D grades where ductility matters, as in seismic design. We make both grades in 8 to 32 mm. The mill test certificate for each heat shows the actual values: ask your dealer for it, or download a specimen from this page.

Say when your product is the wrong choice. A panel maker who makes only PUF panels can still write that where the fire consultant has specified a rockwool core, the buyer should follow the consultant. That may lose one order, and it gives the buyer a reason to trust the rest of the page.

Languages

Write in English first, which engineers, purchase managers and overseas buyers read. Google’s AI Mode has worked in Hindi since 8 September 2025.² No study was found of how many buyers in these trades search in Hindi or a regional language.

I would start with the ten questions home builders ask most, answered on a page of their own in the language of your main market: Hindi, or Tamil, Gujarati, Marathi or Bengali where those are what your buyers speak. Have it written, or at least read, by someone who speaks the language well.

Who approves

The technical head reads every answer before it goes up, and again whenever a standard, grade or product changes. A wrong answer

about a grade does more harm than no answer, because buyers and dealers repeat it, and so may an assistant.

Two cautions

Paying for FAQ markup. Google no longer shows the questions from FAQ markup under its search results. It posted a deprecation notice on 8 May 2026 and removed the documentation on 15 June 2026.³ Write the answers for the reader.

Top-ten lists you write about yourself. Self-published “top 10” lists are common in TMT search results today, several put out by TMT makers themselves, and they may work for a while.

Google’s spam policies list “scaled content abuse”: many pages generated mainly to manipulate rankings, with little or no value to the reader.⁴ One list is not that, but a programme of them can be. A buyer who meets your name on your own top-ten list learns nothing she can check.

Check it yourself

- ❶ **Count.** Count the questions answered as text on your site, and how many sit on a product page.
- ❷ **Compare with last week.** Ask two salespeople for the last ten buyer questions on their WhatsApp. Mark the ones your site already answers.
- ❸ **Read “People also ask”.** On a phone, search your product with its grade and your state. Note the questions Google shows and whose pages answer them.
- ❹ **Test one comparison.** Type the comparison your buyers ask most into Google, as they would, and see whether a page of yours appears in the results or in the AI answer above them.

5 The sign-off test. Print one answer from your site and give it to your technical head. Note every word that gets changed.

How to fix it

Keep a question bank. One sheet, kept by one person: every question in the buyer’s words, who asks it, where the answer will live and who approves it. The rows are illustrative.

Question, as the buyer asks it	Who asks	Where it lives; who approves
“What thickness plywood for wardrobe shutters, 18 mm or 19 mm?”	Home builder, carpenter	Product page. Technical head.
“SDR 11 vs SDR 13.5 CPVC pipe.”	Plumber, consultant	Full comparison page. Technical head.
“Hail damage, are panels covered?”	Home owner, installer	Product page, warranty section. Sales head drafts, technical head approves.

- ✓ The sales head collects for a week from the team, a few large dealers and the complaints register, and stops at 25 to 40 questions.
- ✓ Whoever writes for the site drafts five answers for the best-selling product page first.
- ✓ The technical head approves each before it goes up. The three comparison pages and the regional-language page come next.

Quick check: Chapter 7

Tick what is true today. One point each.

- ☐ We keep a written list of at least 25 questions buyers and dealers ask.
- ☐ Each product page answers at least five questions from that list, as text on the page.
- ☐ We have at least three full pages that answer a comparison or selection question.
- ☐ Our technical head has read and approved every answer on the site.

Your score: _____ out of 4

DO THIS WEEK

Ask every member of your sales team to forward, by Saturday, the buyer questions they received on WhatsApp this week, in the buyer's own words. Put them on one sheet laid out like the table above, and choose the five that belong on your best-selling product page.

NOTES

1. The check of 30 manufacturers' websites, 5 October 2026. See "About the 30-Site Check".
2. Google India blog, "AI Mode now available in Hindi", 8 September 2025. blog.google/intl/en-in/products/google-search-ai-mode-now-available-in-hindi
3. Google Search Central, Search updates: "Deprecating the FAQ rich result feature", 8 May 2026, and "Removing documentation for the FAQ rich result feature", 15 June 2026. developers.google.com/search/updates
4. Google Search Central, *Spam policies for Google web search*, "Scaled content abuse", last updated 28 August 2026. developers.google.com/search/docs/essentials/spam-policies

A Door for Each Buyer

A manufacturer has several kinds of buyer, and each needs a different next step. I give each a door of its own: the buyer looking for a dealer, the prospective dealer, the project buyer and, where you export, the overseas buyer.

It is common to find one door on a manufacturer's website, marked "Contact Us". Behind it sits a form that asks everyone the same five things. A home builder who wants four bundles of 12 mm bars, a hardware shop owner who wants to stock your brand, a consultant collecting documents for an approved-make list and an importer in Nepal all arrive at the same box and wait in the same queue.

The check of 30 sites described in Chapter 3 found a dealer locator, a dealer list or a dealer enquiry page on 10 of the 30. On 9 of the 30 the home page had neither a tap-to-call number nor a WhatsApp link.¹

What usually goes wrong

- **One door for all.** A single "Contact Us" form, read by whoever has time, for buyers whose needs have nothing in common.
- **A dealer network nobody can find.** Thousands of dealers claimed on the home page and no way to find one. Or a list of shops that closed years ago.
- **A dealer form and silence.** The applicant fills it, hears nothing, and signs with the next brand that calls him back.

- **Numbers that cannot be tapped.** A phone number shown as a picture, or as plain text that a phone does not dial.

The buyer who wants to buy

Most of your buyers will never buy from you directly. A home builder or a small contractor wants to know which shop near her stocks your brand. If the site cannot tell her, she buys what the shop has.

A public list of every dealer, with names and phone numbers, is also a list a rival's sales team can use. There are three ways to handle it, and the choice is yours.

- **A locator.** The buyer types her pin code or picks her district, and the site shows the nearest two or three dealers with shop name, area and phone.
- **A district list without phone numbers.** The districts where you have dealers, each with a shop name or area, and one number to call.
- **"Call us and we will connect you."** A number, answered in working hours, that puts the buyer through to the dealer for her area.

Whichever you choose, say what happens to a direct enquiry: "Your enquiry goes to our dealer for your district, and we follow up to see that you were served." That tells the buyer she will be looked after, and your dealers that the website is not taking their customers.

Where you have no dealer, say so. Give the number of the person who arranges supply from the nearest depot, or tell her which neighbouring district has a dealer. And keep the list current: a dealer who closed two years ago, still shown on the site, sends a

buyer to a shut shutter and costs you more than a blank page would.

The prospective dealer

“How to get TMT dealership of [brand]? Deposit, margin per tonne?” Whoever asks it already runs a shop or godown, wants a line to add, and looks you up before calling.

No manufacturer publishes margins or credit terms, and you should not start. Say on the page that margins, credit and schemes are discussed on the first call. The page can tell the applicant whether to apply and what happens when he does.

- ✓ **Which districts are open.** Where you are appointing dealers.
- ✓ **What you expect.** A shop or godown of a stated kind, years in the trade, and the area the applicant can cover.
- ✓ **What happens after he applies.** Who will call, within how many working days, and when he will hear a decision.
- ✓ **A short form.** Name, town, shop or godown, years in the trade, brands now carried. No document uploads at this stage.

The project or institutional buyer

The purchase manager of a contractor, a pre-engineered building (PEB) or EPC (engineering, procurement and construction) company, a project consultant or a government department wants something else: “Minimum order and delivery time for flush doors for a 200-flat project.” She needs capacity, documents and a person.

- ✓ **Capacity.** Production per month by product, dispatch points, and the order you can deliver in a stated time.

- ✓ **The documents in one place.** The licence line for each product, a specimen test certificate, the approved-make letters with the authority's name, and the company details a vendor form asks for: legal name, GST number, registered address.
- ✓ **A named contact.** "Projects and institutional sales: Anita, with her mobile number and email" is worth more than a projects@address nobody owns.

For a tender, the same page saves whoever fills the tender file from chasing your office for documents and numbers.

The overseas buyer

If you do not export, skip this door. A line saying so saves both sides an email.

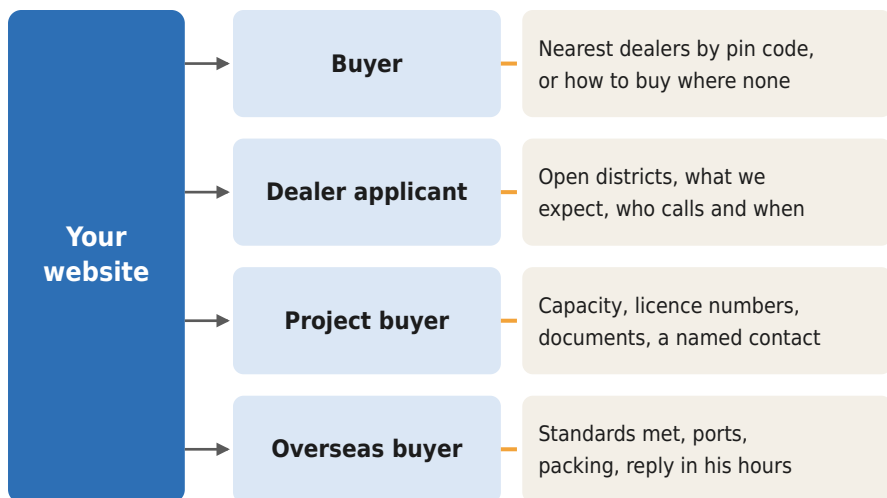
If you do, the overseas buyer asks questions an Indian buyer rarely does, such as "Does Indian CPVC meet ASTM D2846 / NSF?" It is common for an export page to say "manufacturer and exporter" and stop there. The export page should carry three things.

- ✓ The foreign standards or schemes each product is certified or tested to, with the body that issued the certificate.
- ✓ The countries you have supplied, the ports you ship from, and how the product is packed for a container, with fumigation for wood.
- ✓ A named contact who answers in the buyer's working hours, by email and WhatsApp.

The people on site

The carpenter, plumber, mason, fabricator or installer often names the brand the buyer takes home. Give them a page they can open on a phone at the site: how to handle, cut, joint or install your

product, written and approved by your technical head, with a number to call when something goes wrong.



One website, four doors. Each kind of buyer needs a different next step, and none of them is a general "Contact Us" form.

The mechanics

Make every phone number a tap-to-call link with +91. Add a WhatsApp click-to-chat link with a pre-filled message that names the page, such as "Enquiry from the CPVC pipes page", so whoever reads it knows what the buyer was looking at.

Keep the form short and give it one question that matters: what kind of buyer is writing (home builder or contractor, dealer or prospective dealer, project or government buyer, overseas buyer). The answer sends the enquiry to the right person, not to a common inbox that each department assumes another is reading. Reply the same working day, and within the hour where you can. "Invisible to Prominent" covers forms, consent and reply times in full.

Check it yourself

- 1 **Four test enquiries.** From a phone your office does not know, send an enquiry through your own site as each kind of buyer: a home builder in a district where you have a dealer, a prospective dealer, a project buyer asking for your licence number, and an overseas buyer. Note when each was answered, and by whom.
- 2 **Two pin codes.** Use your own locator or dealer page for a pin code where you have a dealer and one where you have none. See what each buyer is told.
- 3 **Tap everything.** On a phone, tap the number and the WhatsApp link on the home page and a product page.
- 4 **Read as an applicant.** Read your dealer page as a shop owner would, and write down whether it says what you expect and what happens after an application.
- 5 **The documents test.** Give someone in your office ten minutes and your website only, and ask for your licence numbers, a specimen test certificate, an approved-make letter and your GST number. Count how many are found.

How to fix it

- ✓ **Decide the doors first.** You and your sales head list the kinds of buyer you actually serve.
- ✓ **Give each door an owner.** A named person who answers, and a time within which the answer goes out. Without one, the buyer waits.
- ✓ **Then brief the web team.** Tap-to-call numbers, WhatsApp links that name the page, and the form's one question, routed to each door's owner.

Quick check: Chapter 8

Tick what is true today. One point each.

- ☐ A buyer can find the dealer for his district on our site, or is told how to buy where we have none.
- ☐ A prospective dealer can read what we expect of a dealer and what happens after he applies.
- ☐ Project buyers have their own page with a named contact.
- ☐ On a phone, tapping our number starts a call and tapping WhatsApp opens a chat.

Your score: _____ out of 4

DO THIS WEEK

Send the four test enquiries described above, on a weekday afternoon, and write down who answered each and how long it took. Give the results to whoever runs sales, and agree who will own each door before you change a single page.

NOTES

1. The check of 30 manufacturers' websites, 5 October 2026. See "About the 30-Site Check".

Marketplaces, Official Lists and Your Name

A buyer who asks for a shortlist may be answered from pages other than yours: marketplace listings, member and exhibitor lists, Google's own profiles, and the official records a careful buyer checks. I take each in turn, with how to make it say what your website says.

Follow a purchase from the first question to the order and your own website turns up later than most owners expect. When a contractor asks for the makers of a product in her state, the answer can draw on directories and marketplaces, association and exhibitor lists and Google Business Profiles as well as on makers' own sites. Nobody has measured the mix for Indian industrial searches. Your site is usually opened at the next step, when she checks the names on her shortlist.

The official records are different. A person checks them, in the BIS CARE app or on MNRE's site, and I would not count on an assistant reading them. A consultant looks there before he accepts your name.

Every place that lists you should carry the same legal name, brand spelling, address, phone number, grades and licence numbers as your site. Where two pages disagree, the buyer wonders which is true, and an assistant joining facts from both may repeat either.

What usually goes wrong

- **The marketplace is the whole presence.** The company pays for a listing, the sales team answers its enquiries, and the website is left as it was. A buyer who goes to verify finds little under the company's own name.
- **Listings written once and never read again.** The phone number of a manager who left, a product line that was discontinued, a grade that has since been renamed.
- **Three spellings of one name.** The legal name in full on the BIS record, "Inds." on a marketplace, and the brand name alone on the website. The registered office on one page and the plant on another.
- **Nobody owns the listings.** The logins sit with someone who has left.

Marketplaces

For an Indian manufacturer the marketplaces that matter are IndiaMART, TradeIndia and Justdial, and for exporters ExportersIndia. Each listing is a page about your company that buyers and assistants read, so hold it to the standard of a product page.

- ✓ Complete every field, and write the legal name, brand spelling, address and phone exactly as on your site, down to the pin code.
- ✓ Carry the same grades, sizes with units, IS numbers and CM/L or R-numbers as your site. In the description box, paste the first two sentences of your product page.
- ✓ Use your own photographs of the plant, the product and its markings, never stock pictures, and link to the matching product page where the marketplace allows it.

- ✓ Give one person the job, with the logins in the company's name.

A listing is on a platform you do not control, next to your competitors.

Official lists

A consultant, an EPC (engineering, procurement and construction) buyer or a careful home builder opens the official records to confirm what your site claims.

The BIS record. For a product under an ISI licence, the record shows the licensee's name and address, the product and the IS number. For solar modules and inverters it is the registration under BIS's Compulsory Registration Scheme. Chapter 6 gives the ways a buyer reaches both. Where the licence is your coil mill's, the record to match is the mill's, and your site should name the same mill.

The ALMM list, for module makers. MNRE's Approved List of Models and Manufacturers enlists the manufacturer, the plant, the models and the capacity. Installers and EPC buyers ask "Is [brand] in ALMM list?" Name each listed model on your site exactly as the list spells it, against the plant it is listed for. Mounting structures carry neither an ALMM listing nor an R-number.

GeM, if you sell to government. Keep the legal name and product descriptions in your Government e-Marketplace seller profile in line with the site.

Member and exhibitor lists. Your association's directory and the exhibitor lists of fairs you attend name you, your city and your products. Send each the same name and two-line description you use everywhere, and check them once a year.

You write or correct

Your own website

product pages, licence line

Marketplace listings

IndiaMART, TradeIndia, Justdial

Google Business Profile

plant, office, each depot

Datasheet PDFs

same figures as the page

Your dealers' profiles

brand spelling, grades

Others keep, you check

BIS licence record

CM/L or R-number, name, address

ALMM List-I

maker, plant, models

GeM seller profile

if you sell to government

Association member list

legal name, city, products

Exhibitor lists

trade fairs you take part in

One legal name, one address, the same numbers

Where a buyer can meet your name. *Correct the left column yourself, and check the right column against your site. A person can look up the BIS and ALMM records; an assistant cannot be counted on to.*

Where the name or address on an official record differs from your site, say after an office move, ask your technical head to find out from BIS or MNRE how the record is updated, and do it before a buyer notices.

One name, one address

Decide once how the company's legal name, brand names, addresses and phone numbers are written, and write them that way everywhere: the site, every listing, the records you can change and the letterhead. "Invisible to Prominent" sets out the full method.

I would put it all on one page and call it the facts card: the legal name as on the certificate of incorporation, each brand name with its spelling, each plant address with pin code, the phone and

WhatsApp numbers, and the licence or registration number for each product. It is the dealer fact sheet from Chapter 2 with the licence lines from Chapter 6 added. Whoever writes a listing or a press note copies from it.

Google Business Profile

A Google Business Profile describes a place people go to. A manufacturer usually has several: the plant, the head office, and each depot or company-owned outlet. Give each its own profile, with the name used everywhere else, the exact address and pin code, a category that says you manufacture, the hours and real photographs.

Claim the plant's profile if buyers, dealers or drivers come to it: it is one of the pages that can answer when someone asks where your factory is. Your dealers' shop profiles belong to the dealers (Chapter 2).

Check it yourself

- 1 Search your name with the record.** In Google, type your company name followed by "CM/L", and if you make modules, your company name followed by "ALMM". Note which pages appear and whether each spells your name as your site does.
- 2 Look yourself up.** If you have not yet done the BIS CARE check in Chapter 6, do it now, and set the name and address on the record beside your website's contact page. Module makers should also open ALMM List-I on mnre.gov.in and find each of their models by name.
- 3 Compare a listing line by line.** Open your IndiaMART or TradeIndia listing on one screen and the matching product page on another. Go down both: name, address, phone, grades, sizes, standard, licence number, photographs. Mark every difference.

- 4 **Ask an assistant.** In ChatGPT and in Gemini, type “Where is [company name]’s plant and what does it make?” Note what it says and which pages it shows as sources.

How to fix it

- ✓ **Start with the facts card.** Until it exists, every correction is a guess at what the right version is.
- ✓ **Correct the busiest listing first.** Whoever owns the listings corrects the one that brings most enquiries, then the rest.
- ✓ **Keep a register.** One sheet of every listing, profile and record that names you, with who holds each login, one person’s name against it and a quarterly check in the diary.

Quick check: Chapter 9

Tick what is true today. One point each.

- ☐ Our company name, address and phone number are written the same way on our site, our marketplace listings and our Google Business Profile.
- ☐ Our marketplace listings carry the same specifications and licence numbers as our site.
- ☐ Our plant has a claimed and complete Google Business Profile.
- ☐ Our entry on the official list that applies to us (BIS licence or registration search, ALMM) shows the same name and address as our website.

Your score: _____ out of 4

DO THIS WEEK

Open your main marketplace listing beside your main product page and mark every difference in name, address, phone, grades, sizes and licence number. Correct the listing before Friday, and give one person the job of repeating the comparison every quarter.

Trade Press, Video and What Others Write

When a buyer asks an assistant who makes something, it can draw on pages that compare and list, and most of those are written by other people. I cover the trade press, your own videos, the lists others write about your trade, and what to do when an assistant gets your company wrong.

For a general question or a shortlist question, the answer a buyer gets may be put together from explainer pages, lists, the trade press, marketplaces and forums, though nobody has measured how much each counts in Indian industrial searches. Most are written by editors, associations, engineers, dealers and, in some trades, your competitors. You cannot write them, but you can see that the facts they hold about you are correct and easy for an editor to take from you.

What usually goes wrong

- **Silence.** The company adds a line, wins a licence or ships its first export order, and tells only its dealers. Nothing public records it.
- **Press notes with no facts.** “Proud to announce”, a paragraph of praise for the team, and no tonnage, no standard, no district.
- **Videos with no words.** A plant walk-through set to music, titled “Our Factory”, with an empty description.

- **Ignoring a wrong answer.** An assistant puts the plant in the wrong district, and nobody traces where it came from.

The trade press and your trade bodies

The table gives names I am confident of. Your trade will have others.

Trade	Publications, associations, exhibitions
Plywood and panels	Ply Reporter and Ply Insight (trade press). FIPPI, the Federation of Indian Plywood and Panel Industry. The IndiaWood exhibition
Pipes and tanks	AIPMA, the All India Plastics Manufacturers Association. The Plastivision India and Plastindia exhibitions
TMT and structural steel	Your segment's association and the trade portals your buyers read
Roofing sheets and panels	The Roof India exhibition. No national association of roofing sheet makers could be confirmed
Solar modules	pv magazine India, SolarQuarter and Saur Energy (trade press). The Renewable Energy India Expo and Intersolar India exhibitions

What is worth sending. Send a note when there is something to report, such as:

- ✓ a capacity addition, with the figure per month and the plant district;
- ✓ a new licence or approval, with the standard and the product it covers;
- ✓ a new product, with its grade and standard, or a first export market.

How to send it. A few short paragraphs: what happened, the figures, the person to call, and one real photograph with a caption.

Send it to the editor and put the same note, dated, on a news page of your own site, so that the trade article and your page agree.

Video

I would make three videos and no more. A plant walk-through shows that the factory exists and what it holds. Then one on telling the genuine product from a duplicate, with the marking, the batch tag and the licence check in the BIS CARE app, and one on correct installation or handling, which answers complaints such as roofing sheets that leak at the screws.

Put them on the company's own YouTube channel. Give each a title in the buyer's words, "How to identify genuine Fe 550D TMT bars" and not "Quality Video 3". Write the spoken facts in the description: the product, the grade, the standard, the plant district, the licence number, and a link to the product page. A video with its facts written out gives an assistant text to quote and a buyer something to watch.

Architects and interior designers choose laminates and decorative panels by looking at them. A maker of these should show the design range on Instagram, each picture captioned with the design code and product name used on the website.

Lists and comparisons written by others

Explainer sites, installer and engineer blogs, home-building portals and forums publish comparisons in every one of these trades. Three things are in your hands.

- ✓ Send the authors of comparison pages in your trade the correct facts, with a link to the product page.
- ✓ Ask for errors about your company to be corrected, in a short note that quotes the wrong line and the right fact.

- ✓ Be listed where the listing is free and editorial, such as association directories and round-ups chosen by an editor.

When an assistant gets you wrong

Sooner or later an assistant will state something wrong about your company: an old product, an old address, another company's plant. Write down the exact wording and the sources it shows, and find the line it came from.

Correct that source where you can, whether it is your own page, a listing or an old article. Make the right fact prominent on your own site in plain text, and ask the same question again after a few weeks. "Invisible to Prominent" covers this in more detail, and covers Instagram.

Check it yourself

- 1 **Search the press.** In Google, type your company name followed by the name of your trade's main publication. Note when your name last appeared and whether the facts were right.
- 2 **Follow the sources.** Ask an assistant "Who are the manufacturers of [product] in [state]?" and open every source it shows. For each, note whether your company is there and whether its facts are correct.
- 3 **Read the lists.** Search "top 10 [product] manufacturers in India" and note who wrote each page.
- 4 **Watch your videos with the sound off.** If the title and description do not tell a stranger what the video shows, rewrite them.

How to fix it

- ✓ The sales head keeps a running list of plant news and sends a factual note to the trade press whenever there is something to report.
- ✓ The technical head agrees the facts for the three videos before anyone films.
- ✓ Whoever runs the prompt test logs each wrong answer, and what was done about it, and keeps a two-line correction note anyone in the office can send the same day.

Quick check: Chapter 10

Tick what is true today. One point each.

- ☐ In the last twelve months a trade publication, association or exhibition page has carried our name.
- ☐ Our own YouTube channel has a video of our plant or of how to identify our genuine product.

Your score: _____ out of 2

DO THIS WEEK

Write down the last three things worth reporting at your plant, with one figure against each. Send the best of them, with a real photograph and a caption, to the trade publication for your sector, and post the same note on your own site.

The Machinery, the Measures and Your 90 Days

Four things remain: the technical items you should know well enough to ask for, a test for whether your site needs a fix or a rebuild, the few measures worth keeping, and a 90-day plan with a name against each task.

Everything so far has been about words and numbers on pages. Underneath sits some machinery: whether the right crawlers are let in, whether the pages are labelled for machines, and whether the company holds its own keys. You need not understand code to ask for these in writing and check that they were done.

What usually goes wrong

- **Labels that describe nothing.** One block of structured data on every page, with a slogan for the product name and a star rating attached to no product.
- **Paying for things you do not need.** An llms.txt file is sold as “AI optimisation”, or a shopping feed is set up for a company that takes no orders online.
- **A rebuild to solve a writing problem.** A new design goes live with the same thin product pages.
- **A plan with no names in it.** Everyone agrees in the meeting, and in week three nothing has moved.

Part one: the machinery worth asking for

Crawlers and your host. Chapter 3 explains which crawler names do what, and prints the letter to send your host. Keep the reply on file. If it is vague, ask which setting refused which name, what your robots.txt file says, and when the setting was switched on.

Structured data, as labels. Structured data is a block of code, unseen by visitors, that tells a machine which text on the page is the company name, the product and its grade. It is a set of labels that remove guessing.

Google says no special markup is needed for AI Overviews or AI Mode, and there is no published evidence that structured data changes what an assistant says.¹ I still recommend it, because it costs little and leaves no doubt about which company and product a page describes.

Ask for an Organization block on the home page and a Product block on each product page, as the brief at the back sets out. To test them, paste the page's address into validator.schema.org and run the test. It should find each block with no errors, and every value should also appear as text on the page.

Google shows a special product listing only when there is a review, a rating or a price on offer, so an enquiry-only manufacturer will usually get none.² Do not invent ratings or prices to get one. Few have started: the check of 30 sites described in Chapter 3 found Product structured data on 4 of the 30 product pages, and any specification in it on 2.³

Two things you do not need. An llms.txt file is a summary file for AI tools that some suppliers sell. Google says no such file is needed for its AI features, and I would not pay for one. Google Merchant Center is built for businesses with online checkout, so most enquiry-only manufacturers will not qualify, though this was not tested.

Hold your own keys. Search Console and Bing Webmaster Tools are the free reports Google and Microsoft give site owners. Keep them in the company's name, with the domain, the hosting, the website admin, Google Analytics and every Google Business Profile, and add any agency as a user you can remove.

Part two: fix or rebuild

Most sites can carry every change in this book, because specification tables, a licence line, answers and pages for each kind of buyer are text, which nearly any website can hold. A rebuild is worth pricing only if two or more of these are true:

- Your web team cannot add a table or a new product page without the original agency.
- Every product shares one template with no room for specifications.
- The main text is drawn by scripts and is missing from the page source (the test in Chapter 3).
- Nobody in the company holds the logins.
- The platform is no longer updated.
- The site does not work on a phone.

If none or one is true, the work is writing and editing on the site you have, and “A Brief for Your Web Team” lists it. If two or more are true, get prices for both a fix and a rebuild, from your present web team first, before you decide. Either way, your technical head still writes the specifications.

Before any work starts, put the questions at the end of “A Brief for Your Web Team” to whoever will do it, your present agency included.

My own company, EbizIndia, does both kinds of work. For a second price beside your present web team’s, see “Work With EbizIndia” at the back.

Part three: the measures

You need few numbers, kept the same way each month, and you need to know what each one misses.

Measure	What it tells you	What it cannot
Enquiry log	Where enquiries come from, from whom, and which become orders	Nothing useful, unless calls, WhatsApp and dealers’ referrals go in too
Asking how they found you	The route in the buyer’s own words	Precision, since buyers remember roughly
Prompt test, each quarter	Whether you are named, beside whom, and which sources are shown	A ranking, since answers vary from run to run
Google Search Console	Searches, clicks and pages, with Google’s AI features counted in the ordinary Performance report	Which clicks came from an AI answer. Google introduced reports for its generative AI features in June 2026, as reported. Check what your own account shows. ⁴
Google Analytics, “AI Assistant” channel	Visits arriving from assistants such as ChatGPT ⁵	AI Overviews and AI Mode, which count as ordinary Google search traffic, and buyers who read an answer and phoned
Bing Webmaster Tools, AI Performance	How often your pages are cited in Copilot and Bing’s AI summaries (public preview from February 2026) ⁶	Clicks or position: it counts citations only

Record the share of prompt-test runs that name you, since one run means little. Expect small numbers from Analytics and Bing: as Chapter 1 explains, visits are not the effect this book is after.

Adding up your 40 points

Count your ticks in “All the Quick Checks” at the back. An item that does not apply to you counts as ticked: a structures maker has no ALMM listing to match. Planned or half done earns nothing yet.

The four bands set out there are Brochure, Readable, Checkable and Complete. The bands describe how complete your information is. They do not predict whether an assistant will name you. Chapters 5 and 6 matter most, because specifications and proof are what a buyer verifies before she calls.

What to expect

The buyer on a phone benefits the day a page changes. Google and the assistants pick up changes over weeks. If it shows anywhere, it will show first in the prompt test and in what enquirers tell you. Nobody can promise you a place in an answer, and I would distrust anyone who does.

Check it yourself

- ❶ **Test the labels.** Run your home page and main product page through validator.schema.org and note what it finds.
- ❷ **List the keys.** Against each item under “Hold your own keys”, write whose name it is in and who holds the login.
- ❸ **Repeat a test enquiry.** Send one of the Chapter 8 test enquiries again and note how long the reply takes.

How to fix it: your 90 days

Facts come first, because every other page and listing copies from them.

Month	What to finish	Who
1: the facts	The baseline prompt test (Chapter 1) and the letter to the host (3). A home page heading that says what you make (4). Specification tables for the main lines (5). The licence line beside each product (6).	Owner signs the letter. Technical or quality head writes. Web team publishes.
2: questions and doors	25 buyer questions, answers on each product page, three comparison pages (7). Pages for dealers, project buyers and, if you export, overseas buyers (8). The dealer fact sheet to your ten largest dealers (2).	Sales head collects the questions and sends the dealer sheet. Technical head approves. Web team publishes.
3: listings and measures	Listings and Google Business Profiles corrected, and your entries on the official lists checked (9). One note to the trade press and one video (10). The enquiry log, the measures and structured data (11). The second prompt test, and every quick check retaken.	One named person in the office

Your own part is a few hours a week: approving the facts and asking each Monday what moved. Someone in the office keeps the log and chases everybody, you included. Without that person I would expect the plan to stall within a month.

A last word

Most of what this book asks for already exists in your factory: the grades, the licence numbers, the test reports, the names of the people who run the plant. The work is to write them down where a

stranger can read them, the same everywhere your name appears. Start with one product line this month, with a name against it.

Arun

Quick check: Chapter 11

Tick what is true today. One point each.

- ☐ validator.schema.org finds an Organization on our home page and a Product on our main product page, with no errors.
- ☐ Every enquiry, by whatever route, goes into one log with its source and the kind of buyer.
- ☐ In the last month we sent a test enquiry through our own site and were answered within one working hour.
- ☐ We have a written 90-day plan with a name against each task.

Your score: _____ out of 4

DO THIS WEEK

Add up your 40 points and write the band and the date at the top of a page. Copy the 90-day table below it and put one person's name against every row.

NOTES

1. Google Search Central, *AI features and your website*, last updated 10 December 2025. AI feature traffic is counted in the Search Console Performance report under “Web”. developers.google.com/search/docs
2. Google Search Central, *Product snippet structured data*, last updated 8 September 2026. developers.google.com/search/docs
3. The check of 30 manufacturers' websites, 5 October 2026. See “About the 30-Site Check”.
4. Google Search Central Blog, “Introducing Search Generative AI performance reports in Search Console”, June 2026. developers.google.com/search/blog
5. Google Analytics Help, “[GA4] Default channel group”, AI Assistant channel, accessed October 2026. support.google.com/analytics/answer/9756891
6. Microsoft Bing Webmaster Blog, “Introducing AI Performance in Bing Webmaster Tools Public Preview”, 10 February 2026. blogs.bing.com/webmaster

Sector Sheet: Plywood and Panels

In plywood and panels the first doubt about an unfamiliar brand is whether its ISI mark is genuine, so the licence line matters more here than in most trades. In retail plywood the home owner often buys the brand the carpenter names.

Who asks, and what they need

Who asks	What they check before shortlisting
Dealers	Range in one basket (MR, BWR, BWP, block board, flush doors), ISI licence for each, regular supply, replacement policy.
Architects, designers	Grade and standard, emission class (E0 or E1), fire-retardant options, calibrated thickness.
Carpenters, contractors	Screw holding, no warping, no core gaps, consistent thickness, price per sq ft.
Builders, furniture makers	Volume, delivery to site, test certificates, thickness tolerance.
Home owners	Waterproof or not, termite protection, genuine or duplicate, warranty.

Twenty questions buyers ask

Selection and comparison

- 1 Which plywood is best for kitchen cabinets?
- 2 Kitchen ke liye kaun sa plywood best hai, BWR ya BWP?
- 3 Is marine plywood really waterproof?
- 4 What thickness plywood for wardrobe shutters, 18 mm or 19 mm?

- 5 Which is better for modular furniture, HDHMR or plywood?
- 6 MR vs BWR vs BWP plywood difference.

Price

- 9 19 mm plywood price per sq ft today.
- 10 Plywood ka rate kyun badh raha hai?
- 11 Branded plywood vs local plywood, is the price difference worth it?

Standards, genuineness and fears

- 12 How to verify the CM/L number on plywood?
- 13 Plywood pe ISI ab compulsory hai kya?
- 14 What is E0 and E1 plywood, is formaldehyde in plywood harmful?

- 7 IS 303 vs IS 710 plywood, kya farak hai?
- 8 Block board vs plywood for long shelves and doors.
- 15 Asli aur nakli plywood kaise pehchane?
- 16 Plywood mein deemak lagti hai kya? Which plywood is termite proof?
- 17 Does “lifetime warranty” on plywood really mean anything?

Sizes, supply and dealership

- 18 Plywood manufacturers in Yamunanagar / Perumbavoor / Gandhidham.
- 19 Minimum order and delivery time for flush doors for a 200-flat project.
- 20 Shuttering plywood how many repetitions? 12 mm film faced price.

What to publish on each product page

Parameters only. The values come from your own test reports.

Product	Parameters to publish as text
Plywood: identity	Grade, standard and CM/L number: IS 303 (MR, BWR; grade names as on your licence), IS 710 (marine), IS 5509 (fire retardant), IS 4990 (shuttering). Thicknesses and tolerance. Sheet sizes. Core and face species. Adhesive (IS 848).
Plywood: test values	Density, moisture, modulus of rupture and of elasticity, glue shear strength, screw holding, boiling water resistance. Emission class and its test. Termite and borer treatment.

Product	Parameters to publish as text
Block board, flush doors	IS 1659 (block board). IS 2202 (Part 1) for plywood-faced doors, (Part 2) for MDF, particle board or hardboard faces. Core timber, thicknesses, sizes, lipping.
MDF, HDHMR, particle board	IS 12406 (MDF), IS 3087 (particle board), IS 12823 (prelaminated particle board), IS 14587 (prelaminated MDF). Grade, density, thickness, internal bond, swelling, screw withdrawal, emission class.
Decorative laminates	IS 2046 where licensed. Thickness, size, finish, type, abrasion, stain and heat resistance.
For the carpenter	Screw holding, calibrated thickness, how to store and cut sheets.

Proof to show, and how a buyer verifies it

The licence line. As in Chapter 6, one CM/L number per product and unit, checked in BIS CARE (‘Verify Licence Details’ at the time of writing).

Test documents. Name the outside laboratory and how often it tests, and show a specimen report. IS 13745 is the perforator method for formaldehyde.

Genuineness. The standing fear is MR ply stamped as BWP. Say what is marked on a genuine sheet and how to confirm a dealer.

Warranty. Years, cover, papers to keep, the number to call. A “lifetime” warranty without written conditions persuades nobody.

Position as understood in October 2026

A BIS licence (ISI mark) is mandatory for plywood, wooden flush doors, block board, MDF and particle board made or sold in India, under two Quality Control Orders in force since February 2025 (since August 2025 for micro enterprises). *Check: BIS list of products under compulsory certification, bis.gov.in.*

The two are the Plywood and Wooden Flush Door Shutters (Quality Control) Order, 2024, which exempts goods made for export, and the Wood Based Boards (Quality Control) Order, 2024, which does not cover IS 14587 (prelaminated MDF). *Check: S.O. 1377(E) and S.O. 1307(E), bis.gov.in.*

BIS asks for the licence number to be shown, preferably below the Standard Mark, as CM/L- followed by ten digits. *Check: BIS Standard Mark page, bis.gov.in.*

Where your name should appear

Official records. Your BIS licence record, with the name and plant address on your site; GeM, if you sell to government.

Trade. Ply Reporter and Ply Insight, the FIPPI member list and the IndiaWood exhibitor list. These are names I am confident of; your trade will have others.

Marketplaces and Google Business Profile. See Chapter 9.

A model product page

Marine plywood: BWP, marine grade to IS 710

Boiling water proof plywood bonded with phenol formaldehyde, for kitchens, bathrooms and furniture in damp places. Sold through authorised dealers, with direct supply to projects.

Specification	Details
Grade, standard	BWP, marine grade, IS 710
Thicknesses	6, 9, 12, 16, 19, 25 mm
Sheet sizes	8 × 4 and 7 × 4 ft; 8 × 3 and 6 × 4 ft to order
Core, face	Core: [species, for example gurjan or eucalyptus]. Face: [species]
Adhesive	Phenol formaldehyde (BWP)
Treatment	[treatment and method, stated plainly]
Test results	From our own batch test reports, last quarter: [your figures for the tests your report carries]
Emission class	[E1 or E0, with the test method your report uses]
Sheet marking	Brand, grade, IS 710, thickness, batch

BIS licence: IS 710, CM/L-XXXXXXXXXX, Unit 2 plant. Check current status on BIS CARE.

Minimum order: any quantity through dealers; 200 sheets direct for projects. **Usual dispatch:** within 4 working days.

Questions buyers ask

Is marine plywood really waterproof? Its glue bond is made to resist boiling water, one of the tests in IS 710. The wood can still swell if left wet, so seal the edges.

Kitchen ke liye BWR ya BWP? BWP is the higher grade, for parts that get wet often. Your designer or carpenter chooses for each part.

Which thickness for wardrobe shutters? It depends on the shutter size and the fittings. Your carpenter or designer decides.

How do I know this sheet is genuine? Each sheet carries our brand, grade, IS 710, thickness and batch, with the ISI mark and licence number. BIS CARE should show our name and plant against it.

What does the warranty cover? Manufacturing defects and termite or borer attack, for [years]. Keep the invoice and call our warranty number.

Next steps: [Call](#) · [WhatsApp](#) · [Find a dealer](#) · [Datasheet \(PDF, 400 KB\)](#)

Illustrative. Figures are examples, not recommendations. A bracket marks a figure to print here from your own test records.

Sector Sheet: Pipes and Water Tanks

The plumber drives much of the brand choice at the counter, while consultants and tenders shortlist on the standard and the pressure class. A pipe page has to serve both.

Who asks, and what they need

Who asks	What they check before shortlisting
Dealers	Pipe, fittings and solvent cement in one range, ISI on the class they sell, freight policy, breakage and replacement.
Plumbers	Fitting compatibility, easy jointing, a clean leak record, every fitting available at the counter.
Builders, consultants	Standard, pressure class or SDR, test certificates, lead-free claims, project capacity.
Farmers, agri dealers	ISI for subsidy eligibility, pressure rating, bore depth, price per length.
Government tenders	ISI licence per IS number, third-party inspection, past performance, capacity, raw material grade.

Twenty questions buyers ask

Selection and comparison

- Which pipe is best for home plumbing, CPVC or uPVC?
- Ghar ke liye kaun sa pipe best hai, CPVC ya PPR?
- Which pipe for hot water from geyser or solar heater?
- Best pipe for borewell, column pipe which class for 400 feet?
- Paani ki tanki kaun si acchi hai, kitne layer wali?
- Which HDPE pipe for drip irrigation, PE 80 or PE 100?

- 7 SDR 11 vs SDR 13.5 CPVC pipe.
- 8 SWR pipe Type A vs Type B.
- 9 HDPE vs PVC pipe for underground water supply.

Price

- 10 CPVC pipe 1 inch price per 3 metre length.
- 11 1000 litre water tank price.
- 12 Why do PVC pipe prices change every month?

Standards, genuineness and fears

- 13 Kya PVC pipe pe ISI mark compulsory hai?
- 14 How to check if a pipe has genuine ISI mark (CM/L

number)?

- 15 Is CPVC safe for drinking water? Lead free uPVC pipes?
- 16 CPVC pipe joint se leak kyun hota hai?
- 17 Does water tank crack in sunlight? UV stabilised kya hota hai?
- 18 Branded pipe ka duplicate kaise pehchane?

Supply and export

- 19 PVC pipe manufacturers in Gujarat / Rajkot / Ahmedabad.
- 20 HDPE pipe exporter from India to Africa / Middle East.

What to publish on each product page

Parameters only, with your own values and units. SDR (standard dimension ratio) is the outside diameter divided by the wall thickness.

Product	Parameters to publish as text
uPVC pressure pipes	IS 4985 and CM/L number. Outside diameters. Pressure classes, with the working pressure of each. Lengths. Joint type. Stabiliser and any lead-free claim.
CPVC pipes	IS 15778 and CM/L number. Class and SDR. Sizes. Maximum service temperature; working pressure at room temperature and at that maximum. Compound source. Solvent cement to use.
SWR and drainage	IS 13592 (Type A ventilation and rainwater, Type B soil and waste), fittings to IS 14735. Sizes, joint type, UV stabilisation. Structured-wall pipes: IS 16098.
Casing and column pipes	Casing and screen: IS 12818 and type. Column: diameters, wall class, thread type, bore depth and pump load per class.

Product	Parameters to publish as text
Polyethylene pipes	IS 4984 (water) or IS 14333 (sewerage and effluent). PE 63, PE 80 or PE 100. Pressure rating (PN). Diameters. Coil or straight.
Water tanks	IS 12701. Capacities. Layers and what each does. UV stabilisation. Food-grade inner layer and its test. Dimensions.

Proof to show, and how a buyer verifies it

The licence line. As in Chapter 6, one CM/L number per product and unit, checked in BIS CARE ('Verify Licence Details' at the time of writing).

Test documents. Show a specimen batch test report, and name any outside laboratory or inspector and how often they test.

Genuineness. The fears are recycled resin sold as virgin, and duplicates. Say what a genuine length carries and which compound you use.

Warranty. Years, cover, papers to keep, and the number to call when a joint leaks or a tank cracks.

Position as understood in October 2026

IS 4985, IS 15778, IS 4984, IS 12818, IS 13592, IS 14333, IS 16098, IS 14735, IS 7834 and IS 12701 do not appear in the BIS list of products under compulsory certification (updated 10 July 2026). So no Quality Control Order appears to make ISI compulsory for them, though government schemes, tenders and most project buyers ask for it. *Check: BIS list of products under compulsory certification, bis.gov.in.*

BIS asks for the licence number to be shown, preferably below the Standard Mark, as CM/L- followed by ten digits. *Check: BIS Standard Mark page, bis.gov.in.*

Where your name should appear

Official records. Your BIS licence record, with the name and plant address on your site; GeM, if you sell to government.

Scheme and department lists. Vendor or approved-supplier lists of the state schemes and departments you supply.

Trade. The AIPMA member list and the Plastivision India and Plastindia exhibitor lists. These are names I am confident of; your trade will have others.

Marketplaces and Google Business Profile. See Chapter 9.

A model product page

CPVC hot and cold water pipes to IS 15778

CPVC (chlorinated polyvinyl chloride) pipes for hot and cold water lines in homes, hotels and apartments. Sold through plumbing dealers, with direct supply to builders.

Specification	Details
Standard	IS 15778
Sizes (nominal)	15, 20, 25, 32, 40, 50 mm (½ in to 2 in)
Class and SDR	Class 1 (SDR 11) and Class 2 (SDR 13.5)
Lengths, ends	3 m and 5 m, plain ended, joined with CPVC solvent cement
CPVC compound	[compound maker and grade]
Marking	Brand, size, class, IS 15778, batch, along the pipe

Working pressure	At 27 °C	At 82 °C
Class 1 (SDR 11)	[figure for each size]	[figure for each size]
Class 2 (SDR 13.5)	[figure for each size]	[figure for each size]

BIS licence: IS 15778, CM/L-XXXXXXXXXX, Unit 1 plant. Check current status on BIS CARE.

Minimum order: any quantity through dealers; one mixed carton load direct. **Usual dispatch:** within 2 working days.

Questions buyers ask

Ghar ke liye CPVC ya uPVC? CPVC is made for hot and cold water, uPVC pressure pipe for cold. Your plumber or consultant chooses for each line.

Can it take hot water from a geyser or solar heater? CPVC is made for hot water, within the working pressures above. Your plumber checks them against the heater maker's instructions.

SDR 11 or SDR 13.5? A lower SDR means a thicker wall, so Class 1 (SDR 11) takes the higher pressure. Your consultant decides the class for each line.

Why do CPVC joints leak? Follow the solvent-cement and curing instructions on our jointing guide and the tin. If a joint leaks, call us with the batch number on the pipe.

How do I check the ISI mark is genuine? Each length is printed with our brand, size, class, IS 15778 and batch, with the ISI mark and licence number. BIS CARE should show our name and plant against it.

Next steps: [Call](#) · [WhatsApp](#) · [Find a dealer](#) · [Datasheet \(PDF, 400 KB\)](#)

Illustrative. Figures are examples, not recommendations. A bracket marks a figure to print here from your own test records.

Sector Sheet: TMT Bars and Structural Steel

In steel the buyer doubts the weight of the bar, its grade and how the steel was made. A regional mill can hope to be named on the regional and specification questions (Chapter 2), if its figures are on the page.

Who asks, and what they need

Who asks	What they check before shortlisting
Dealers	Brand pull in the district, rolling schedule, sizes available, accurate bundle weights.
Structural engineers	Grade, UTS/YS ratio and elongation for seismic zones, a mill test certificate per heat, the steel-making route.
Contractors, builders	Price per tonne delivered, cut-and-bend, certificates for every lot.
Fabricators	Sections and thicknesses in stock, the IS 2062 grade, tube standards, small lots.
Project buyers	Approved-make listings, third-party inspection, capacity, traceability.
Home builders	Which brand and grade, the price per kg today, how to know it is genuine.

Twenty questions buyers ask

Selection and comparison

- 1 Ghar ke liye kaun sa TMT bar best hai?
- 2 Which TMT grade for house construction, Fe 500 or Fe 550D?
- 3 Which TMT bar is best for earthquake zone / coastal area?

- 4 1000 sq ft ghar mein kitna sariya lagega?
- 5 Which structural steel grade for a warehouse, E250 or E350?
- 6 Fe 500 vs Fe 500D difference.
- 7 Fe 550 vs Fe 550D, kya farak hai?
- 8 Primary steel vs secondary steel TMT, does it matter?
- 9 MS pipe vs GI pipe vs pre-galvanised (GP) pipe.

Price

- 10 Sariya ka rate aaj ka.
- 11 Why is TMT price different for 8 mm and 12 mm?

Standards, genuineness and fears

- 12 How to verify ISI mark on TMT bar, CM/L number check.

- 13 What is written on a TMT bar (brand, grade embossing)?
- 14 What is a mill test certificate and should I ask for it?
- 15 Underweight TMT bars, how to check weight per metre?
- 16 Nakli sariya kaise pehchane?
- 17 Sariya pe zang lagi hai, use kar sakte hain?
- 18 Can TMT made from scrap (induction furnace) be trusted?

Supply

- 19 TMT manufacturers in Raipur / Durgapur / Mandi Gobindgarh / Jalna / Hyderabad.
- 20 Lead time for 500 tonnes Fe 550D for a project.

What to publish on each product page

Parameters only, with your own values labelled as guaranteed or typical. A mill test certificate (MTC) reports chemistry and test results for one heat, the steel from one melt.

Product	Parameters to publish as text
TMT bars: identity and sizes	IS 1786 and CM/L number. Grades and diameters. Mass per metre and tolerance by diameter. Length, bundle weight. Rib pattern, embossing.
TMT bars: test values and process	Yield strength (0.2 per cent proof stress), tensile strength, UTS/YS ratio, elongation. Carbon, sulphur, phosphorus, carbon equivalent. Bend and re-bend. Steel-making route, billet source (IS 14650 where bought in), quenching process.
Structural sections	IS 2062 and grade. Angles, channels and beams to IS 808. Sizes, sectional weights, lengths. MTC with each lot.

Product	Parameters to publish as text
Pipes and hollow sections	IS 1239 (Part 1) with class, IS 1161, IS 4923 or IS 3589. Diameter, wall thickness, weight per metre, length, ends, finish, test pressure.

Proof to show, and how a buyer verifies it

The licence line. As in Chapter 6, one CM/L number per product and unit, checked in BIS CARE ('Verify Licence Details' at the time of writing).

Test documents. Say that every lot goes with the MTC for its heat, show a specimen, and name the laboratory.

Genuineness. The fears are underweight bars and the wrong grade under the right stamp. Say what a genuine bar and its bundle tag carry, and how to weigh a measured length against your table.

Complaints. What to keep (invoice, bundle tag, MTC) and the number to call when a delivery weighs short.

Position as understood in October 2026

IS 1786 is in the BIS list of products under compulsory certification, under the Steel and Steel Products (Quality Control) Order, 2020, as later replaced and amended; the list also includes IS 2062, IS 277, IS 280 and IS 14650. *Check: BIS list of products under compulsory certification, bis.gov.in.*

IS 1161 and IS 1239 (Part 1) are in the same list under the Steel Tubes (Quality Control) Order, 2020. IS 4923, IS 3589 and IS 808 were not found in it. *Check: the same list.*

BIS asks for the licence number to be shown, preferably below the Standard Mark, as CM/L- followed by ten digits. *Check: BIS Standard Mark page, bis.gov.in.*

Where your name should appear

Official records. Your BIS licence record, with the name and plant address on your site. GeM, if you sell to government, and the approved-make lists of the authorities you supply.

Trade. Your segment’s association and the trade portals your buyers read.

Marketplaces and Google Business Profile. See Chapter 9.

A model product page

Fe 550D TMT bars to IS 1786

High strength deformed bars for reinforced concrete, quenched in line after rolling. Sold through authorised dealers, with direct supply to projects.

Specification	Details
Grade, standard	Fe 550D, IS 1786
Diameters	8, 10, 12, 16, 20, 25, 32 mm
Length	12 m standard; bent for transport on request
Nominal mass, kg per m	8 mm 0.395 · 10 mm 0.617 · 12 mm 0.888 · 16 mm 1.58 · 20 mm 2.47 · 25 mm 3.85 · 32 mm 6.31
Results from our own test certificates, last quarter (illustrative)	
Yield strength	585 to 620 N/mm ²
Tensile to yield ratio	1.10 to 1.15
Elongation	16 to 19 per cent
Chemistry	Carbon, sulphur, phosphorus and carbon equivalent printed on every mill test certificate: [your typical figures]
Steel-making route	[your route: for example induction furnace with ladle refining, or sponge iron and electric arc furnace]

Specification	Details
Marking	[brand] and grade embossed on every bar at about one-metre intervals; bundle tag with heat number

BIS licence: IS 1786, CM/L-XXXXXXXXXX, Unit 1 rolling mill. Check current status on BIS CARE.

Minimum order: any quantity through dealers; one truckload of mixed diameters direct. **Usual dispatch:** within 3 working days.

Questions buyers ask

Fe 550D ya Fe 500D, ghar ke liye kaun sa? Both are IS 1786 grades with tighter ductility requirements (the D), and Fe 550D has the higher specified yield strength. Your structural engineer chooses the grade, so follow the drawing.

How do I check that bars are not underweight? Weigh a measured length and compare its mass per metre with the nominal figure above, within the tolerance IS 1786 allows. Your site engineer can do this on delivery.

Should I ask for a mill test certificate? Every lot leaves with the certificate for its heat, and your dealer can give you a copy. Its heat number should match the bundle tag.

Can TMT made from scrap (induction furnace) be trusted? Our steel-making route is stated above, and every heat's chemistry and test results are on its mill test certificate. Your structural engineer reads them against IS 1786 and decides.

How do I know the bar is genuine? Every bar is embossed with our brand and grade, and every bundle tag carries the heat number. BIS CARE should show our name and plant against the licence number above.

Next steps: [Call](#) · [WhatsApp for today's rate](#) · [Find a dealer](#) · [Datasheet \(PDF, 400 KB\)](#)

Illustrative. Figures are examples, not recommendations. A bracket marks a figure to print here from your own test records.

Sector Sheet: Roofing Sheets and Panels

Roofing is a trade of a handful of coil mills and a great many roll-formers. The buyer's first worry is that the sheet on the roof is thinner than the sheet on the invoice.

Who asks, and what they need

Who asks	What they check before shortlisting
Dealers and distributors	Which mill's coil, colours stocked, cutting turnaround.
Fabricators and shed contractors	Profile, cover width, TCT and BMT, coating, steel grade, purlin spacing, price.
Architects and consultants	Load-span tables, fixing system, paint system and warranty, panel core, thickness and fire performance.
PEB and EPC contractors	Coil specification, colour consistency by batch, supply schedule, approved-make status.

Twenty questions buyers ask

Choosing and comparing

- 1 Ghar ki chhat ke liye kaun si sheet best hai?
- 2 Factory shed ke liye kitni thickness ki sheet lein, 0.45 ya 0.50 mm?
- 3 Best roofing sheet for coastal area (salt air)?
- 4 Galvalume vs galvanised (GI) sheet, which lasts longer?

- 5 AZ150 vs AZ70 coating, kya farak hai?
- 6 SMP vs PVDF paint.
- 7 PUF panel thickness for cold storage at minus 20 degrees.

Standards and specifications

- 8 What is BMT and TCT in roofing sheet thickness?

- 9 Is ISI mark required for roofing sheets? Which IS code?
- 10 What is 550 MPa roofing sheet?
- 11 Purlin spacing for 0.47 mm trapezoidal sheet.
- 12 How to check coating thickness (GSM) of a sheet?
- 19 Roofing sheet manufacturers in [city], same-day cutting.
- 20 Warranty on colour coated sheets, who gives it, mill or roll-former?

Fears

- 13 Screw ke paas se sheet leak kar rahi hai, kaise band karein?
- 14 Do saal mein hi sheet mein jung kyun lag gayi?
- 15 Is thin “duplicate” sheet sold as 0.50 mm? How to verify thickness?
- 16 Do PUF panels catch fire?

Price, supply and warranty

- 17 Roofing sheet ka aaj ka rate kya hai, per sq ft?
- 18 Why does roofing sheet price change with steel coil price?

What to publish on each product page

TCT is total coated thickness (steel, coating and paint) and BMT is base metal thickness (the steel alone). Give both, every time.

Item	Parameters to publish as text
Sheet: coil	IS 277 (galvanised), IS 15961 (aluminium-zinc coated), IS 14246 (pre-painted galvanised) or IS 15965 (pre-painted aluminium-zinc). The mill, and whose licence it is.
Sheet: thickness and steel	TCT and BMT side by side. Coating designation (AZ150, AZ70, Z275 and so on). Steel grade.
Sheet: paint	System (RMP, SMP, SDP, PVDF). Coat thicknesses. Shades. SRI (solar reflectance index) for cool roofs.

Item	Parameters to publish as text
Sheet: profile	Drawing, ribs, rib height and pitch, cover and overall width. Lengths. Weight per sq m. Load-span tables.
Sandwich panels	Core (PUF, PIR, rockwool, EPS) and density. Thickness. Thermal conductivity. Facings. Fire performance, with test and laboratory.
Polycarbonate sheets	IS 14443. Type, thickness, light transmission, UV layer, resin source.

Proof to show, and how a buyer verifies it

The licence line. If the BIS licence is yours, print it as Chapter 6 describes. Where you profile a mill's coil, name the mill, coating and standard, and say the licence is the mill's. With more than one mill or a trader in the chain, list each mill, and ask your mill before printing its licence number.

How the buyer checks. At the time of writing, 'Verify Licence Details' in the BIS CARE app takes the CM/L number, usually printed on the back of the sheet.

Documents and genuineness. Show a specimen mill test certificate. Explain how to read the back marking and measure the sheet, and say who warrants what.

Position as understood in October 2026

IS 277, IS 513, IS 14246, IS 15961 and IS 15965 are on the BIS list of products under compulsory certification (Steel and Steel Products Quality Control Order). *Check: that list, bis.gov.in.*

BIS product manuals for IS 14246 and IS 15965 bring profiled sheet within those standards. The pages read do not say whether a company that only profiles coil needs its own licence. *Check: the manuals, bis.gov.in.*

No Indian Standard for PUF sandwich panels as a product was verified; IS 12436 covers the foam. *Check: Know Your Standards, bis.gov.in.*

Where your name should appear

The mill. Buyers search for a mill’s roofing brand and find the roll-formers it lists as authorised. If it lists you, say so.

Trade. Roof India, if you exhibit; no national association of roofing sheet makers could be confirmed. Names I am confident of; your trade will have others.

Records. Your BIS licence record if it is yours, GeM, and the lists in Chapter 9.

A model product page

Colour-coated aluminium-zinc roofing sheet, AZ150, 0.50 mm TCT

A trapezoidal sheet for factory sheds and warehouses. Rolled and cut to length at our plant in [district], [state].

Specification	Details
Coil	Pre-painted aluminium-zinc coated steel to IS 15965, coating AZ150

Specification	Details
Thickness	0.50 mm TCT (0.43 mm BMT). Also 0.47 mm TCT (0.40 mm BMT)
Steel grade	High-tensile grade, as on the mill test certificate
Paint	Regular modified polyester (RMP), top coat about 20 microns over primer. Four stock colours
Profile	5 ribs, rib height 28 mm, rib pitch 250 mm. Cover 1,000 mm, overall 1,060 mm
Length	Cut to order, 1.5 m to 12 m
Weight	About 4.4 kg per sq m of cover (0.50 mm TCT)
Warranty	Coating and paint: the mill's terms. Profiling: ours, [your period]

Licence: Coil: [mill name], made under the mill's BIS licence CM/L-XXXXXXXXXX to IS 15965. The licence is the mill's, and the mill is named on every invoice. Check current status on BIS CARE.

Minimum order: 100 sq m. **Dispatch:** 2 working days, stock colours.

Questions buyers ask

Whose BIS licence is this sheet made under? The mill's, printed above. In the BIS CARE app the record should show [mill name].

How do I check the thickness I received? Measure on the flat of the sheet, away from the cut edge and the ribs: that is TCT. BMT and coating mass are on the mill test certificate.

Is this sheet suitable near the sea? That depends on the distance from the shore and the paint system. We send the mill's coastal warranty terms before you order.

What purlin spacing should I use? Our load-span table gives a guide; for your building, your structural engineer decides.

Who gives the warranty, the mill or you? The mill, for coating and paint, on its own terms. We warrant our profiling.

Next steps: [Call](#) · [WhatsApp](#) · [Find a dealer](#) · [Datasheet \(PDF, 400 KB\)](#)

Illustrative. Figures are examples, not recommendations. A bracket marks a figure to print here from your own test records.

Sector Sheet: Solar Modules

A module is bought on its registration and its listing as much as on its watts. A BIS registration (R-number) covers a series of models; ALMM List-I enlists the manufacturer, the plant, the models and the capacity.

Who asks, and what they need

Who asks	What they check before shortlisting
Installers, rooftop vendors	DCR availability, ALMM listing, warranty document, serial numbers, small lots.
EPC companies, developers	ALMM List-I models and List-II cells, test reports, financial strength, degradation, delivery schedule.
Distributors, channel partners	Price per Wp, DCR and non-DCR stock, how warranty claims are handled.
Government tenders	ALMM, DCR, the BIS registration number, past supply, turnover.
Home owners	Best brand, what DCR means, warranty.

Twenty questions buyers ask

Choosing and comparing

- 1 Ghar ke liye kaun sa solar panel best hai?
- 2 Which is better, TOPCon or mono PERC?
- 3 Bifacial panel for rooftop, is it worth it?
- 4 3 kW ke liye kitne panel lagenge, kitne watt ke?
- 5 DCR vs non-DCR solar panel, kya farak hai?
- 6 N-type vs P-type panels.
- 7 Tier 1 solar panel list India, does tier 1 matter?

- 8 GI vs aluminium mounting structure.

Schemes and genuineness

- 9 Is [brand] in ALMM list?
- 10 ALMM List-II kya hai, mere project par asar padega?
- 11 How to check BIS registration of a solar panel (R-number)?
- 12 How to check if a DCR panel is genuine? DCR certificate verification.
- 13 Fake DCR panels / duplicate serial numbers, how to avoid?
- 14 PM Surya Ghar subsidy kitni milti hai? How to apply?

Fears

- 15 How fast do solar panels degrade? What is LID, PID?
- 16 Will the company exist for 25 years to honour the warranty?
- 17 Micro-cracks in panels, how to check (EL test)?

Price and supply

- 18 Solar panel ka aaj ka rate per watt kya hai, DCR aur non-DCR?
- 19 Lead time for 5 MW of 580 Wp TOPCon modules.
- 20 How to become a distributor of [brand] solar panels? Investment?

What to publish on each product page

One page per module series, with the datasheet's figures as text and its version and date. STC are the standard test conditions for rated power.

Item	Parameters to publish as text
Module: technology	Cell type (mono PERC, TOPCon, HJT), cell count, busbars. Bifaciality. Glass-backsheet or dual glass.
Module: electrical	Power classes, tolerance, efficiency. Voc, Isc, Vmp, Imp at STC and at NOCT or NMOT. Maximum system voltage. Temperature coefficients.

Item	Parameters to publish as text
Module: mechanical and life	Dimensions, weight, connector, cable. Front and rear load rating. Degradation. Product and performance warranty. EL (electroluminescence) testing.
Module: registration	The R-number and the models it covers, under IS 14286 (Part 1/Sec 1) and IS/IEC 61730-1 and 61730-2. ALMM List-I model names as listed. Each version's cell source and List-II status. Test reports, with the laboratory.
Mounting structures	Steel grade and standard as on the mill test certificate, or the aluminium alloy. Coating thickness. Design wind speed. Tonnage per MW.

Proof to show, and how a buyer verifies it

The registration line. Beside each series print the R-number, its standards and the models it covers, the names and plant as on ALMM List-I, and each version's cell source and List-II status. "BIS certified, ALMM approved", with no number and no model name, gives the buyer nothing to check.

How the buyer checks. At the time of writing, 'Verify R-Number under CRS' in the BIS CARE app takes the number. MNRE's website carries the ALMM lists.

Serial numbers and DCR. Say how to confirm a serial number with you and through whatever verification the scheme concerned provides. Mark the DCR version (Indian-made cells) on label, invoice and page.

Warranty and the people. A 30-year warranty asks the buyer to believe the company will be there in 30 years. Give the terms as text, name the laboratories behind your test reports, and name the directors and the plant.

Position as understood in October 2026

BIS registration is compulsory for PV modules under MNRE's Solar Systems, Devices and Components Goods Order, 2025. The 2016 and 2023 editions of IS/IEC 61730 run concurrently up to 15 February 2027. Check: crsbis.in.

ALMM List-II (cells) came into effect on 1 June 2026, as reported. MNRE has said (Office Memorandum, 18 July 2026, as reported) that net-metering and open-access projects commissioned by 31 December 2026 are exempt. Modules must still be on List-I. Check: ALMM page, mnre.gov.in.

Mounting structures are on neither the CRS product list nor the ALMM lists. Check: crsbis.in and mnre.gov.in.

Where your name should appear

Official lists. ALMM List-I and your CRS record, with the same names as your site; GeM, if you sell to government.

Trade. pv magazine India, SolarQuarter and Saur Energy, and the exhibitor lists of Renewable Energy India Expo and Intersolar India. These are names I am confident of; your trade will have others.

Marketplaces and Google Business Profile. See Chapter 9.

A model product page

N-type TOPCon bifacial module, 570 to 590 Wp, 144 half-cut cells

A dual-glass bifacial module for ground-mount and rooftop projects. Made at our plant in [district], [state], for distributors and projects.

Specification	Details
Power classes	570, 575, 580, 585, 590 Wp. Figures for each class: [your table]
580 Wp class at STC	Vmp 43.0 V, Imp 13.49 A, Voc 51.5 V, Isc 14.30 A. Module efficiency 22.45 per cent
Temp. coefficient	Pmax: minus 0.29 per cent per °C
Max. system voltage	1,500 V DC
Size and weight	2,278 × 1,134 × 30 mm. 32 kg (dual glass)
Connectors, cable	MC4-compatible. Cable 4 sq mm, 300 mm each
Mechanical load	Front 5,400 Pa, rear 2,400 Pa
Warranty	Product 12 years. Performance 30 years; degradation [your figures]

Registration: BIS registration R-XXXXXXX covers this series (IS 14286 and IS/IEC 61730). ALMM List-I: our company, this plant and these models are enlisted, capacity as shown on the MNRE list. Cells: [cell maker], ALMM List-II status: [stated].

Minimum order: one pallet ([number] modules); projects by quotation.

Dispatch: 7 working days, stock classes.

Questions buyers ask

TOPCon or mono PERC, which should I choose? Both are crystalline silicon cells. Your installer compares the two datasheets for your site.

Is this module DCR? DCR (Indian-made cells) and non-DCR versions are marked on the label. Your installer confirms which your scheme needs.

Are the cells on ALMM List-II? The cell maker and its status are stated above. Your EPC company checks whether your project, by its type and date, needs them.

How do I check the BIS registration? Enter the R-number from the label in the BIS CARE app. The record should be in our company's name.

How do I claim under the warranty? Keep the invoice and serial numbers, and call the number below. The terms are in our warranty document.

Next steps: [Call](#) · [WhatsApp](#) · [Find a distributor](#) · [Datasheet \(PDF, 400 KB\)](#)

Illustrative. Figures are examples, not recommendations. A bracket marks a figure to print here from your own test records.

All the Quick Checks

All 40 quick-check statements are gathered here, so that you can score your company in one sitting and again each quarter. Tick what is true today, not what is planned: each tick is one point, and an item that does not apply to your company counts as ticked.

No.	Statement	Tick
Chapter 1		
1	In the last three months we have asked ChatGPT, Gemini and Google AI Mode who makes our product in our region, and kept the answers.	☐
2	Our company was named in at least one of those answers.	☐
3	Asked about our company by name, ChatGPT and Gemini both state correctly what we make and where.	☐
Chapter 2		
4	One named person keeps the product facts on our website correct (grades, sizes, licences) and is told when any of them changes.	☐
5	Our ten largest dealers have a one-page sheet from us with the correct brand spelling, grades and licence facts.	☐
6	We have searched for our product with “dealer” and our own city on a phone, and our brand appears with the right name.	☐
Chapter 3		
7	A sentence copied from our main product page can be found in “View page source”.	☐
8	Our host or web team has confirmed in writing that no firewall or security setting refuses Googlebot, Bingbot, OAI-SearchBot, PerplexityBot or Claude-SearchBot.	☐
9	Our home page states in text what we make, where the plant is and its capacity.	☐

No.	Statement	Tick
Chapter 4		
10	The main heading on our home page says what we make.	☐
11	In the last three months someone outside our trade read our home page on a phone and told us correctly what we make.	☐
12	Each grade or series we sell has its own page or its own headed section.	☐
13	Each product page gives the standard name and IS number beside our brand name.	☐
Chapter 5		
14	Every product page shows the grade, the full size range and the standard as text or a table on the page.	☐
15	Every figure in our specification tables has its unit beside it.	☐
16	Each product page states the minimum order and the usual dispatch time.	☐
17	Each datasheet PDF covers one product, is under 2 MB, and its text can be selected and copied.	☐
Chapter 6		
18	Our BIS licence (CM/L) or registration (R) numbers are written as text beside the products they cover. Where the licence belongs to our coil supplier, we name the supplier and say so.	☐
19	The site tells a buyer how to check our licence number on BIS CARE.	☐
20	The site explains in words how to tell our genuine product from a duplicate.	☐
21	The warranty period, what it covers and the number to call for a claim are on the site as text.	☐
22	The site names our directors and our technical or quality head.	☐
Chapter 7		
23	We keep a written list of at least 25 questions buyers and dealers ask.	☐

No.	Statement	Tick
24	Each product page answers at least five questions from that list, as text on the page.	☐
25	We have at least three full pages that answer a comparison or selection question.	☐
26	Our technical head has read and approved every answer on the site.	☐
Chapter 8		
27	A buyer can find the dealer for his district on our site, or is told how to buy where we have none.	☐
28	A prospective dealer can read what we expect of a dealer and what happens after he applies.	☐
29	Project buyers have their own page with a named contact.	☐
30	On a phone, tapping our number starts a call and tapping WhatsApp opens a chat.	☐
Chapter 9		
31	Our company name, address and phone number are written the same way on our site, our marketplace listings and our Google Business Profile.	☐
32	Our marketplace listings carry the same specifications and licence numbers as our site.	☐
33	Our plant has a claimed and complete Google Business Profile.	☐
34	Our entry on the official list that applies to us (BIS licence or registration search, ALMM) shows the same name and address as our website.	☐
Chapter 10		
35	In the last twelve months a trade publication, association or exhibition page has carried our name.	☐
36	Our own YouTube channel has a video of our plant or of how to identify our genuine product.	☐
Chapter 11		

No.	Statement	Tick
37	validator.schema.org finds an Organization on our home page and a Product on our main product page, with no errors.	☐
38	Every enquiry, by whatever route, goes into one log with its source and the kind of buyer.	☐
39	In the last month we sent a test enquiry through our own site and were answered within one working hour.	☐
40	We have a written 90-day plan with a name against each task.	☐

Your total: _____ out of 40

Score	Band
0 to 10	Brochure. A buyer can check little from the site.
11 to 20	Readable. What you make is clear, but specifications, licence numbers and answers are thin.
21 to 30	Checkable. A buyer can confirm your grades, standards and licence from what you publish.
31 to 40	Complete. Facts, proof, answers and routes to buy are in place, the same everywhere and kept up by a named person.

The bands describe how complete your information is. They do not predict whether an assistant will name you. If you can work on only two chapters first, make them Chapters 5 and 6.

If your total is below 21 and you would like the gaps listed for you one by one, with what to fix first, see “Work With EbizIndia” at the back.

The Prompt Test

These are the three questions from Chapter 1 and two more for later rounds, to be run the same way every quarter. The test shows what three assistants say about your product and your company on the day, and nothing about next month.

Before you start

- 1 **Use three assistants.** ChatGPT, Gemini and Google AI Mode (the AI Mode tab on google.com). Perplexity, which lists its sources, is a useful fourth.
- 2 **Start clean.** Use a private or incognito window and a fresh chat for every run, so that your own history stays out of the answer.
- 3 **Run each question three times.** Answers change almost every time, as Chapter 1 explains. Three questions, three assistants and three runs make 27 answers. With questions 4 and 5 it is 45. Allow a morning.
- 4 **Keep the questions fixed.** Fill the blanks once, in your buyers' words, and type the same questions every quarter for at least a year.

The questions

Add questions 4 and 5 once the first round is on file. Write the finished questions at the top of your sheet.

- **1. General.** Which [product] is best for [use], and what grade, size and standard should I ask for?

- **2. Shortlist.** Who are the main manufacturers of [product] in [state or region]?
- **3. By name.** What does [your company], [town], make? Where is its plant, and who runs it?
- **4. Comparison.** Compare [your company] and [a competitor] for [product]: grades, standards, licence and where to buy.
- **5. Specification.** Which grades and sizes of [product] does [your company] make, to which standard, and under which BIS licence or registration number?

If your buyers type in Hindi or a regional language, add the shortlist question in that language as well, for example “[State] mein [product] ke achhe manufacturers kaun hain?”, and record it as a sixth.

The recording sheet

One row per run, with source addresses copied in full. A blank sheet is on the companion page at ebizindia.com/books/mfg.

Date and assistant	Question and who was named	Sources shown and anything wrong

What to do with the result

Count, do not rank. For each question, write how many of its runs named you, for example “4 runs out of 9”. Ignore where in a list you appeared, because the order changes from run to run.

Read the sources. The pages the assistants cite for questions 1 and 2 are the pages these answers drew on. Those that leave you out are your list for Chapters 9 and 10.

Fix what is wrong at its source. Trace a wrong plant address or a product you stopped making to the page it came from, and correct that page and your own (Chapters 4 to 6 and 10).

Watch questions 3 and 5. These ask about you by name. If the assistant cannot state your grades, standard or licence number, look first at whether your own product pages state them as text.

Keep the sheets. File each quarter’s sheet. Over a year the counts may show whether the work in this book is reaching the assistants, which no single run can.

If the first sheet shows other companies named and yours left out, and you want to know what on your website lies behind it, send a photograph of the sheet with your website address by WhatsApp to 98310 27107. I will look at both myself before I reply. “Work With EbizIndia” at the back describes the report we prepare.

A Brief for Your Web Team

Hand these pages to whoever looks after your website, a colleague, a freelancer or an agency. Each row says what to do, and how you can see that it is done, on your own phone or from a screenshot.

The facts themselves come from your technical, quality and sales heads. The web team puts them on the page.

#	What to do	How to see it is done
1. Access for crawlers (Chapter 3)		
1.1	Confirm in writing that no host, CDN, firewall or security plugin rule refuses the crawler names in Chapter 3: Googlebot, Bingbot, OAI-SearchBot, ChatGPT-User, Claude-SearchBot, Claude-User, PerplexityBot and Perplexity-User.	A dated reply on file, screenshots of the bot and firewall settings, and a server log line showing one of these names fetching a product page (status 200).
1.2	Leave robots.txt silent on these names, or allow them. Never block Googlebot or Bingbot.	Open yourdomain.com/robots.txt on your phone: no “Disallow: /” under these names or “User-agent: *”.
1.3	Get the owner’s decision on the training crawlers GPTBot and ClaudeBot and on the Google-Extended control token.	A signed, dated one-line decision, and robots.txt agrees with it.
1.4	Keep the main words of every page in the page the server sends.	A screenshot of View page source showing a sentence from the product page.
2. Headings and product pages (Chapter 4)		

#	What to do	How to see it is done
2.1	Make the home page's main heading (H1) state the product, the grades or range, where it is made and one checkable fact.	Someone outside the trade reads the first screen on a phone and says what you make.
2.2	Give each product line its own page, and each grade or series its own page or headed section. Write the standard name beside the brand name, as in "BWP, marine grade to IS 710".	A list of page addresses, one per line and grade, each heading carrying both names.
2.3	Add pages for the main uses buyers ask about, and real photographs of plant and product with captions.	The pages agreed with your sales head exist. No stock photographs.
3. Specification tables and datasheets (Chapter 5)		
3.1	Put a specification table as text on every product page, with the rows listed in Chapter 5. For roofing sheet, label every thickness TCT or BMT.	Press and hold a line of the table on your phone: it highlights as text.
3.2	State the minimum order, usual dispatch time, dispatch points and monthly capacity on each product page.	Your sales head agrees with each figure on the page.
3.3	Make one datasheet PDF per product, under 2 MB, with selectable text and the same figures as the page.	The size shows before download, and a line can be selected.
3.4	Show the date of last revision on every product page and datasheet.	Each carries a date.
4. Licence line and proof (Chapter 6)		
4.1	Beside each product, print as text the IS number, the CM/L number (for modules, the R-number and ALMM listing) and the plant it belongs to.	Use Find in page on your phone for "CM/L" or "R-".

#	What to do	How to see it is done
4.2	Add one line on checking the number in the BIS CARE app ('Verify Licence Details' or 'Verify R-Number under CRS', at the time of writing). No validity date: write "check current status on BIS CARE".	The name and address BIS CARE shows match your site.
4.3	Where you profile coil made under the mill's licence, name the mill, the coating (for example AZ150) and the standard, and say the licence is the mill's.	The product page says so in words.
4.4	Add a page on telling the genuine product from a duplicate, and one on the warranty: period, cover, what to keep, whom to call.	Both open from every product page.
4.5	Name the directors and the technical or quality head, and give the plant address with pin code, year started and capacity.	The About page carries each as text.
5. Questions (Chapter 7)		
5.1	Put at least five answers from the company's question list on each product page, below the specifications, and build three pages for comparison or selection questions.	Count them on your phone.
5.2	Publish only answers the technical head has approved. FAQ markup earns no display in Google now, so it is not billable work.	A signed, dated list of answers.
6. Doors and enquiry routes (Chapter 8)		
6.1	Make every phone number a tap-to-call link with +91, and add WhatsApp click-to-chat with a message naming the page.	On a phone, each opens the dialler or a chat.

#	What to do	How to see it is done
6.2	Build the dealer route the owner has chosen: a locator, a district list or “call us and we will connect you”.	Enter a pin code or district and see what a buyer sees.
6.3	Add a page for prospective dealers (districts open, what you expect, what happens after an application), a project buyer page with documents and a named contact, and an export page if you export.	Each opens from the menu.
6.4	Keep the form short, ask what kind of buyer is writing, and send each kind to the right person.	Send a test enquiry as each kind of buyer and time the reply.
7. Listings (Chapter 9)		
7.1	Write the legal name, brand names, addresses, phone numbers, specifications and licence numbers the same way on the site, on IndiaMART, TradeIndia, Justdial or ExportersIndia, and on each Google Business Profile.	Each listing matches its page line by line.
7.2	Claim and complete a Google Business Profile for the plant, the office and each depot.	Each place shows the right details in Google Maps.
8. Structured data and measures (Chapter 11)		
8.1	On the home page, one Organization with legal name, address, phone, logo and official profiles.	A screenshot from validator.schema.org: one Organization, no errors.
8.2	On each product page, a Product with name, brand, manufacturer, model and the specifications as additionalProperty. hasCertification for the licence is optional. No llms.txt is needed.	The same tool shows the Product and its specifications.

#	What to do	How to see it is done
8.3	Verify the site in Google Search Console and Bing Webmaster Tools under a company account, and keep the domain and hosting in the company's name.	The owner can log in to each one.
8.4	Report monthly the “AI Assistant” channel in Google Analytics and the citations in Bing’s AI Performance report.	Last month’s note shows both.

Questions to ask whoever does this work

Ask any supplier, including your present agency, before work starts:

- ✓ Whether every old page address will be redirected (sent on automatically) to its closest new page, and to see the list before launch.
- ✓ Who writes the specifications, and who in your company approves them.
- ✓ Whether each product will have its own page, with its table as text.
- ✓ Who holds the domain, hosting and Search Console logins afterwards. The answer should be your company.
- ✓ How they will show you that Googlebot, Bingbot and the named AI search crawlers can fetch the pages.
- ✓ What structured data they will add, and to see each page pass validator.schema.org.
- ✓ What you will be able to change yourself, shown on one product page.

About the 30-Site Check

Several chapters quote a check of 30 manufacturers' websites run for this book on 5 October 2026. The check was run using a script and a reading of the saved pages. The sites are not named anywhere in the book.

How the sites were chosen and read

The sample is 30 websites of regional Indian manufacturers, not the national giants, six from each of five trades: plywood and laminates, plastic pipes and tanks, steel, roofing sheets and panels, and solar. Turnover was not verified. The sites were found by searching as a buyer would, a product with a city, and a few regional brands were added by name. Of 53 candidate domains, 11 could not be used: 6 refused the request, and 5 were parked, empty or showed no words without running scripts.

Pages were fetched from a cloud server identifying itself as a desktop Chrome browser, without running scripts or reading images and PDFs, in two passes on the same day. The first pass read 4 to 9 pages per site, 155 in all, and produced the figures on headings, the lenient specification test, PDF catalogues, question-and-answer content, dealer pages, named people, exports, tap-to-call and WhatsApp.

The second pass added main-menu pages and likely certificate, quality and download pages, to reach 8 to 24 per site and 504 in all. It produced the figures on crawler names, the strict specification test, standards, licence numbers, certificate images and structured data.

The lenient test asks for any three figures with units, or any table, on the product page. The strict test asks for a grade or model designation, a size or rating with units, and a standard number, all three as text on the product page.

A licence or registration number was treated as applying to 24 of the 30. A CM/L number was expected from makers of plywood, block board and flush doors, TMT bars, steel pipes and tubes, and plastic pipes and tanks, and from laminate makers claiming ISI or BIS. An R-number was expected from module and inverter makers. None was expected from roll-formers, PUF panel makers or structure makers. Page text and image descriptions were searched for the numbers.

The crawler test

Each home page was also requested as a browser and under four AI crawler names, in two rounds, with the same answers both times. Refusals were HTTP errors (403 or 429).

Fifteen of the 30 sites answered an ordinary browser but refused at least one of four AI crawler names. Most of that was the two names that collect training data: 13 refused GPTBot and 9 refused ClaudeBot. The two search crawler names tested, OAI-SearchBot and PerplexityBot, were each refused by 4 sites, the same 4 that refused all four names. Only one of the 15 said anything about blocking AI crawlers in its robots.txt. Claude-SearchBot and the agents that fetch a page when a user asks were not tested. The test sent only the crawler's name from an ordinary cloud server, so it is an indication and not proof of what the real crawler receives.

What the check cannot show

- **One visit, a small sample.** One day, one server, a limited number of pages per site. Thirty sites, not chosen at random,

and no figures for any trade.

- **Who is in it.** Sites found through search are likely to be the ones already doing something right, and all 30 answered a browser from this server. The check says nothing about manufacturers' sites in general.
- **Only the name.** Some firewalls treat a crawler name sent from the wrong address differently from the real crawler.
- **Text only.** "Not found" means not present as readable text on the pages held. A number inside an image or a PDF, or on a page not fetched, would not have been seen.
- **Judgements.** Claims of ISI or BIS were judged from text, image descriptions and file names. Question-and-answer content, dealer pages, exports and named people were judged on the first pass and not re-examined.
- **One product page.** The strict test used one saved product page per site, two where two were saved. Two sites were noted with the facts on another page.
- **Catalogue files.** No PDF was opened. Sizes were looked up for 8 of the 19 catalogues offered: the smallest was 4.9 MB and the two largest 85 MB and 130 MB.

The results

Sites out of 30, unless another base is shown. The full table and the raw results are held by the author.

Finding	Sites
Access	
Home page words are in the page itself	29
Answers a browser, refuses at least one AI crawler name	15
Of those 15, robots.txt mentions blocking AI crawlers	1

Finding	Sites
Refuses GPTBot (training)	13
Refuses ClaudeBot (training)	9
Refuses OAI-SearchBot (search), the 4 that refuse all four	4
Refuses PerplexityBot (search), the same 4	4
Headings	
Page title says what the company makes	28
First main heading says what it makes (6 have none)	13
Specifications	
Product page passes the lenient test	20
Product page passes the strict test (one more borderline)	5
Standard number on the product page	7
Specifications only in a PDF or image	8
PDF catalogue, brochure or datasheet offered	19
Standards and licences	
Any IS number as text on the pages held	14
A CM/L or R-number applies to what the site makes	24
Of those 24, the site claims ISI or BIS	19
Of those 19, the number printed as text on the pages read	0
Certificate images on the pages held	13
Structured data and routes to buy	
A product page carries Product structured data	4
... and it includes any specification	2
Any question-and-answer content	9
Dealer locator, dealer list or dealer enquiry page	10
Neither tap-to-call nor WhatsApp on the home page	9

Glossary

Web terms and trade terms used in this book. Standards are given by number only. Their current editions are on the BIS website.

Term	Meaning
AI assistant	A chat tool such as ChatGPT, Gemini, Perplexity, Copilot or Claude that answers a question in plain language, often after reading a few web pages.
AI Mode	A mode in Google Search that gives an AI-written answer with links and takes follow-up questions. In India it works in English and eight Indian languages.
AI Overviews	AI-written summaries Google shows above its results for many searches, with links to the pages drawn on.
ALMM	Approved List of Models and Manufacturers, kept by the Ministry of New and Renewable Energy (MNRE). List-I enlists a module manufacturer's plant, its models and its capacity. List-II covers cells.
Approved make	A brand a department, consultant or project owner has accepted for its works, usually written into tender or contract documents.
AZ150	A coating designation for aluminium-zinc coated steel sheet: the number is the coating mass in grams per square metre, total, both sides. A higher number means more coating.
BIS	Bureau of Indian Standards. It publishes Indian Standards, grants licences for the ISI mark and registers products under CRS.
BIS CARE	The free BIS mobile app. At the time of writing, 'Verify Licence Details' checks a CM/L number and 'Verify R-Number under CRS' checks an R-number.
BMT	Base metal thickness: the thickness of the steel in a roofing sheet before coating and paint. Compare TCT.

Term	Meaning
BWP	Boiling water proof, the plywood grade for the wettest uses. The marine grade is made to IS 710.
BWR	Boiling water resistant, an exterior grade of general purpose plywood to IS 303.
CM/L number	The licence number BIS gives with the ISI mark, written CM/L- followed by ten digits and shown, preferably, below the mark.
CPVC	Chlorinated polyvinyl chloride. CPVC pipes carry hot and cold water in buildings and are made to IS 15778.
Crawler	Software that fetches web pages, announcing itself by a name. Googlebot crawls for Google Search, which also feeds AI Overviews and AI Mode. Bingbot crawls for Bing, and Microsoft's Copilot draws on Bing's search results.
CRS	The BIS Compulsory Registration Scheme. A registered product carries an R-number. Solar modules and inverters are covered.
DCR	Domestic content requirement: Indian-made cells in Indian-made modules. Buyers under some subsidised schemes ask for it.
EPC	Engineering, procurement and construction: a contractor who designs, buys for and builds a project.
Fe 500D	A TMT bar grade under IS 1786. The number names the strength class, and the letter D marks the variant with greater ductility. Fe 550D is the next class up.
GeM	Government e-Marketplace, the government's online portal for public buying.
Google Business Profile	A free listing on Google Search and Maps for a place: a plant, an office, a depot or an outlet.
Google-Extended	A control token for robots.txt, not a crawler. It governs whether Google may use your pages for its Gemini models. Google says it does not affect inclusion or ranking in Google Search.

Term	Meaning
GPTBot, ClaudeBot	Training crawlers: OpenAI's and Anthropic's crawlers that collect pages which may be used to train their models. Whether to allow them is the owner's decision.
ISI mark	The BIS standard mark, showing that a product is made under a BIS licence to an Indian Standard. The CM/L number appears with it.
Licence line	This book's name for the line beside a product giving the IS number, the CM/L or R-number, the plant, and how to check it on BIS CARE.
llms.txt	A proposed text file listing a website's main pages for AI tools. Google says no such file is needed for its AI features.
Manak Online	A BIS portal where a licence can be searched by state and company name.
Mill test certificate	A steel mill's report for one heat (the steel from one melt), giving its chemical composition and the results of its mechanical tests.
MR	Moisture resistant, the interior grade of general purpose plywood to IS 303.
NABL	The national accreditation board for testing and calibration laboratories.
OAI-SearchBot, Claude-SearchBot, PerplexityBot	Search crawlers. They fetch pages for the search features of ChatGPT, Claude and Perplexity.
OEM	Original equipment manufacturer: a company that builds bought-in parts into its own products.
PEB	Pre-engineered building: a steel-framed shed or factory made in parts for quick assembly.
PUF panel	A sandwich panel with a polyurethane foam core between two metal sheets, used for cold storage and insulated roofs and walls.

Term	Meaning
Quality Control Order	A government order that makes BIS certification compulsory for the products it lists.
R-number	The registration number BIS gives a product under CRS. It begins with R-.
robots.txt	A text file telling crawlers which parts of a website they may fetch. A file that says nothing about a crawler allows it.
SDR	Standard dimension ratio: a pipe's outside diameter divided by its wall thickness. The lower the number, the thicker the wall.
Search Console	Google's free reports for a site owner on searches, clicks, indexing and problems. Bing Webmaster Tools is Microsoft's equivalent.
Structured data	Labels in a page's code, using the schema.org vocabulary, that state facts such as a company's address or a product's grade in a fixed form. validator.schema.org tests them. There is no published evidence that they change an AI answer.
TCT	Total coated thickness: the thickness of a roofing sheet including its metallic coating and paint. Compare BMT.
TMT	Thermo-mechanically treated: reinforcement bars quenched after rolling, made to IS 1786.
TOPCon	Tunnel oxide passivated contact, an n-type solar cell technology used in many current modules.
uPVC	Unplasticised PVC. uPVC pipes for drinking water are made to IS 4985.
User agents	ChatGPT-User, Claude-User and Perplexity-User fetch a page when a user's question to the assistant calls for it.
Wp	Watt peak: the rated power of a solar module under standard test conditions.

About the Author

Arun Agrawal works on how businesses appear when a buyer asks Google or an AI assistant about a product or a supplier.

He reviews their presence across Google, AI Overviews and AI Mode, ChatGPT, Gemini, Perplexity, Claude and Copilot, and what their websites need so that these systems can read them.

He has worked in information technology since 1986 and has run his own companies throughout. He is the founder and CEO of EbizIndia Consulting Pvt. Ltd., a software development and digital marketing company established in 2007, which serves clients in India, the United Kingdom and the United States. Nine out of ten of its clients stay year after year. EbizIndia builds and rebuilds websites, for manufacturers among others. He is a Charter Member of TiE (The Indus Entrepreneurs).

He holds a Master of Engineering (M.E.) from Jadavpur University, where he was awarded the Gold Medal. He has spoken at events hosted by NASSCOM, TiE, the ICAI and MCCI, was quoted in The Times of India, Kolkata, in September 2026 (“AI on Factory Floor”), and writes about search and AI visibility at seotop10.com and arunagrawal.com.

His first book, *Invisible to Prominent*, covers online visibility for any business and is free at ebizindia.com/books.

EbizIndia prepares the AI Search Visibility Blueprint, a report on what Google and the AI assistants can read about one company, and rebuilds websites. The next page sets out both.

Work With EbizIndia

Everything in this book can be done by your own team. Some owners will want an outside reading before they spend on their website, and some will want the work done for them. My company, EbizIndia, does both.

1 · AI SEARCH VISIBILITY BLUEPRINT

A detailed report on your own company. It shows where you stand today with Google and the AI assistants: what they can read about you, what they cannot, and what they say when a buyer asks. It then lists what to fix, in the order to fix it.

It is written for the owner in plain language, with the detail your web team needs beside each point. It is yours to hand to your own team or your present agency.

₹10,000 plus GST, delivered in 24 hours.

2 · A REBUILT WEBSITE

For a company whose present site cannot carry the changes in this book. The test is in Chapter 11.

We rebuild the site to the brief at the back: a page for every product and grade, specifications as text, the licence line beside each product, the buyer's questions answered, and every old address redirected to its new one.

The cost depends on how many products and pages you have, so we settle the specification with you first and quote after that.

How to start

WhatsApp your website address to **98310 27107**. I look at every site myself and reply with what I see.

Your licence number is on every bar, board and pipe you sell. It should be on your website too.

A site engineer, an architect or a dealer looking for a second line may ask Google or an AI assistant before making a call. The answer is written from whatever text those machines could read about you.

A check of 30 Indian manufacturers' websites was run for this book on 5 October 2026. Of the 19 that claim ISI or BIS for a product that carries a number, not one printed that number as text on the pages read. Thirteen refused the name of OpenAI's training crawler, GPTBot, and four refused its search crawler as well.

This book follows what a buyer checks before shortlisting a manufacturer, and shows how to put each answer where people and machines can read it:

- Specifications on the page, and what to do with the 85 MB catalogue
- The licence line: IS number, CM/L or R-number, and how a buyer verifies it
- The questions buyers ask, in their own words, and where the answers go
- Five sector sheets with model product pages, a 40-point check, a 90-day plan and a brief for your web team

Nothing here promises a ranking. Every item can be checked on your own phone.

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has worked in IT since 1986 and is the founder and CEO of EbizIndia Consulting Pvt. Ltd. He holds an M.E. (Gold Medal) from Jadavpur University, is a Charter Member of TiE, has spoken at NASSCOM, TiE, ICAI and MCCI events, has been quoted in The Times of India, and is the author of *Invisible to Prominent*.

His company also prepares a detailed report on what Google and the AI assistants can read about your own company. Details are at the back of the book.