



Hey, this is your SEO Queen!

Have you ever searched for your own brand on ChatGPT?

No, really. Open it up, turn on browsing, and ask:

👉 “Which [your industry] brands should I check out?”

Or...

👉 “Tell me more about [your brand name].”

Now pause.

What did you find?

Because here’s the new truth:

Your next customer might never Google you.

They’ll just ask an AI tool—and trust what it says.

The Shift That’s Already Happened

We’re not just living in a post-Google world.

We’re living in a world where AI tools **curate** results, not list them.

- 🛍️ **ChatGPT now shows actual product listings and shop links**
- 🧠 **Perplexity.ai summarizes brands and top options instantly**
- 🤖 **Claude gives you *one* answer and rarely a second chance**
- 🔍 **Google Ai** is still figuring out how not to skip important stuff

Your brand either shows up *in the answer* —

Or it gets left behind.

And here’s the part nobody tells you:

Most websites weren’t built to be understood by AI.

So when AI looks, it finds... confusion.

Try this today. Literally.

1. Open ChatGPT.
2. Turn on “browsing” in settings.
3. And ask:

👉 “What are the best D2C brands for [your product category]?”

Then ask:

👉 “What do you know about [your brand]?”

📊 No mention? That’s a problem.

📈 Vague info? That’s a clue.

🌟 Clear, strong summary? You’re ahead of 90%.

Want to Go Deeper?

If you want me to run a quick **AI Visibility Check** for your brand,

Just hit reply and say: “*AI Audit me.*”

No pitch. No push. Just visibility clarity.

Talk soon,

Varuna Mehta

CEO, Light Digital



Light Digital

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Al Karama, Dubai