

STRATEGY

India's First Dedicated GEO Agency: Why Traditional SEO Isn't Enough Anymore

Key insights and actionable frameworks

01

The Context

The India Problem: Why SEO Alone Doesn't Cut It Anymore

India's search landscape feels stuck between two eras. Most agencies still optimize for traditional Page One rankings. But user behavior shifted in 2024, and nobody told them.

What GEO Actually Means: The Operating Framework

Generative Engine Optimization flips the SEO playbook. Instead of optimizing for search engines, you optimize for being cited by search engines. This requires three things working together: First, content that answers at the source level Not blog posts that talk about topics, but answers that respon

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Key Pillars

01

Why an India-First GEO Agency Matters

Building a GEO strategy requires understanding how information moves in your market.

02

Our GEO Operating Model: How We Work

The way we structure engagement depends on what you're trying to own.

03

The India Market Today: Where GEO Is Winning

Five verticals are seeing the fastest GEO adoption in India right now: SaaS and B2B software Companies selling to other businesses are hungry for qual

04

Case Study: How GEO Reshaped a Lending Platform's

Lendingkart came to us in December 2023 with a specific problem: they had solid SEO rankings, but lead generation was flat.

05

How We Actually Measure GEO Success

We track overview presence, citation velocity, and downstream conversion impact.

06

Why Now Is the Right Time for India

Three things line up right now that won't be true in 12-18 months: AI Overview adoption is still in the early phase in India. The best time to gain an

04 Key Pillars

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Moving from Awareness to Action

If you run a company in India and you want to understand what GEO looks like for your specific category, we offer discovery audits.

Ready to Take Action?

Get expert guidance tailored to your business goals.

[Book Your GEO Audit](#)

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