

QUERY FAN-OUT

One Query, Ten Sub-Queries

How Google AI Mode and ChatGPT decompose a single question into a citation tournament.

01

Why This Matters Now

What Fan-Out Breaks

Keyword-page SEO assumes one query hits one page. Fan-out needs topic clusters that win multiple sub-queries.

Google AI Mode Pattern

Deeper chains, more sub-queries, broader citation sets. Optimized content wins multiple sub-queries.

ChatGPT Fan-Out

Shorter chains but more refined. Each sub-query is narrower, citations are fewer but more decisive.

5-10x sub-queries per question

02

The Core Framework

A

Fan-Out In One Sentence

A single user question now becomes 5-10 sub-queries, each with its own citation tournament.

B

Old SEO Breaks

Keyword-page targeting assumes one query hits one page. Fan-out needs topic clusters, not keyword pages.

C

Google AI Mode

Decomposes deeply. Three levels of sub-queries possible. Each citation position multiplies.

D

ChatGPT Pattern

Shorter chains, narrower sub-queries, fewer citations per chain. Quality over volume.

UPGROWTH CASE

Lendingkart

5.7x lead volume, 30% CPL reduction, 4x ad spend scaling after shifting to GEO-first architecture.

03

Your Working Checklist

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THE 4-STEP AUDIT

Pick your money query. Ask Google AI Mode. Map sub-queries. Count how many your content wins.

PRO TIP Score your site once, fix the weakest category, re-score in 4 weeks. Compound this loop.

04 The Execution Loop

1

Fan-Out In One Sentence

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2

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Run This Monthly

Measure, identify weakest signal, fix, re-measure. Compound for 12 weeks to see step-change in citation share.

05

Your 90-Day Action Plan

PHASE 1

Measure

- Audit current citation share
- Map your vertical exposure
- Score your GEO readiness

PHASE 2

Rebuild

- Fix the weakest signal category
- Add schema saturation
- Publish first-party data

PHASE 3

Compound

- Track citation share weekly
- Close gaps against top 3 competitors
- Scale the playbook across sections