



1-ON-1 PERSONAL TRAINING PROGRAM

GEO MASTERY

Two Structured Tracks: Beginner → Advanced | Generative Engine Optimization for AI Search & Answer Engines

TRAINING NAME

GEO Mastery Program — by Global Web Digital & Learn AI Digital



HEMANT KALWANI

AI & Digital Marketing Expert | Ex-Google & Ex-Accenture Leader | Founder & Director, Global Web Digital and Learn AI Digital

Training delivered by Hemant Kalwani or a senior trainer from Team Global Web Digital / Learn AI Digital

15+ Yrs
Industry Experience

8,500+
Projects Delivered

₹300+ Cr
Client Revenue Tracked

35+
Countries Served

TRUSTED PARTNER. PROVEN RESULTS.

Certified by Google • HubSpot SEO Certification • Semrush Certified

PROGRAM OVERVIEW

Two Personalized Tracks, One Trainer

This is a fully personalized, one-on-one coaching program for founders, marketers, freelancers and agency professionals who want their brand to be found, trusted and cited by AI systems — not just learn the theory. Every session is live, one-on-one, and shaped around your website, your niche and your goals.

Choose the Beginner track to build a complete foundation in Generative Engine Optimization (GEO), or go straight into the Advanced track if you already run SEO/content and want to master multi-platform AI visibility — Google AI Overviews & AI Mode, ChatGPT Search, Perplexity, Gemini, entity optimization and citation tracking. Both tracks are delivered by Hemant Kalwani or a senior trainer from Team Global Web Digital and Learn AI Digital — our expert professional trainers — personally shaped around your business, your product and your goals.

WHO DELIVERS THE TRAINING

Sessions are delivered by Hemant Kalwani himself, or by a senior, expert professional trainer from Team Global Web Digital and Learn AI Digital — vetted and mentored directly by Hemant to the same standard. Either way, you get personalized, 1-on-1 live coaching from a practitioner who runs real brand visibility and AI-search strategies, not a generic instructor.

<https://learnaidigital.com/>

	BEGINNER TRACK	ADVANCED TRACK
Duration	15 hours	20 hours
Fee	₹15,000 (one-time, per month)	₹20,000 (one-time, per month)
Level	Beginner — no prior experience needed	Intermediate/Advanced — for those who already run SEO/content
Focus	Foundations: how AI search works, content structuring, schema, trust signals	Multi-platform AI stack: AI Overviews, ChatGPT, Perplexity, Gemini, entity & citation optimization
Outcome	Structure and optimize content so AI systems can find, trust and cite it	Run and scale a multi-platform AI-visibility strategy like a specialist

COMMON TO BOTH TRACKS

- 1-on-1 live online sessions (video call), fully personalized to your business.
- Flexible weekly scheduling, 5–7 hour sessions, adjusted to your availability.
- Hands-on work on your own product/business or a live practice account.
- Templates, worksheets and WhatsApp support between sessions.
- Guidance on preparing for recognized SEO & AI-search certifications (Google, HubSpot, Semrush).

BEGINNER TRACK • 15 HOURS • ₹15,000/MONTH

GEO Mastery — Foundation Program

(Beginner Curriculum: Zero to Your First AI-Visibility Strategy)

Seven modules covering everything needed to go from no experience to confidently structuring, optimizing and tracking your content's visibility inside AI-generated answers.

MODULE 1 Understanding Generative Engines & How They Work

2 hrs

- **How AI search actually works:** Google AI Overviews & AI Mode, ChatGPT Search, Perplexity and Gemini.
- **Retrieval basics:** how these systems find, interpret and select sources to answer a query.
- **Why this matters now:** the shift from ranked links to AI-generated, cited answers.

MODULE 2 From SEO to GEO: What's Different

2 hrs

- **Ranking vs. citation:** why being chosen as a source matters more than position alone.
- **Entities over keywords:** how AI systems think in terms of topics, brands and relationships.
- **The zero-click reality:** adapting your goals and metrics for an AI-mediated search landscape.

MODULE 3 Content Structuring for AI Extraction

2.5 hrs

- **Writing clear, declarative statements** that are easy for AI systems to extract and quote.
- **Content chunking:** structuring pages so individual sections stand on their own.
- **Q&A and list formatting** that mirrors how AI systems synthesize answers.

MODULE 4 E-E-A-T & Trust Signals for AI Systems

2 hrs

- **Demonstrating experience, expertise, authority and trust** in a way AI systems can verify.
- **Author bios & credentials:** why they influence whether your content gets cited.
- **Brand consistency** across your site and the wider web.

MODULE 5 Structured Data & Schema for AI Visibility

2 hrs

- **FAQ & HowTo schema:** helping AI systems parse your Q&A content correctly.
- **Basic entity markup** so search engines understand who you are and what you offer.
- **Testing & validating structured data** before publishing.

MODULE 6 Building Topical Authority & Content Clusters

2 hrs

- **Covering a topic comprehensively** instead of chasing individual keywords.
- **Content clustering:** linking related pages to build depth on a subject.
- **Identifying content gaps** competitors haven't covered.

- **Tracking citations:** checking whether and how AI systems mention your brand.
- **Prompt testing basics:** running sample queries to see how you currently show up.
- **Live practice session:** restructuring a real page for AI extraction together.

By the end of the Beginner Track, you will be able to independently structure, optimize and track your content's visibility inside AI-generated answers.

GEO Mastery — Advanced Growth Program

(Advanced Curriculum: Master Multi-Platform AI Visibility)

Recommended after the Beginner Track or for practitioners who already run SEO/content. Eight modules covering the full generative search landscape, entity optimization, citation building and agency-grade AI-visibility reporting.

MODULE 1 The Full Generative Search Landscape

3 hrs

- **Google AI Overviews & AI Mode, ChatGPT Search, Perplexity and Gemini:** how each platform retrieves and cites sources differently.
- **Where your audience is actually searching** across these platforms.
- **Building one strategy** that works across Google and AI-native search tools.

MODULE 2 Advanced Citation Optimization & Retrieval Mechanics

2.5 hrs

- **How retrieval-augmented generation (RAG) selects sources** to build an answer.
- **Chunk-level content optimization:** making individual sections independently citable.
- **Improving the odds your content gets pulled into a generated answer.**

MODULE 3 Brand Entity & Knowledge Graph Optimization

2.5 hrs

- **Building a consistent brand entity** across your site, social profiles and third-party listings.
- **Knowledge Panel & structured presence:** strengthening how search engines understand your brand.
- **Consistent NAP & brand signals** across the web.

MODULE 4 Multi-Platform GEO: ChatGPT, Perplexity & Gemini

3 hrs

- **Platform-specific optimization tactics** for ChatGPT Search, Perplexity and Gemini.
- **llms.txt & AI-crawler considerations:** helping AI systems access and understand your site.
- **Monitoring how your brand is represented** across each platform.

MODULE 5 Advanced Structured Data & Semantic Content

2 hrs

- **Deeper schema implementation** beyond FAQ and HowTo basics.
- **Semantic HTML & structured content models** that improve machine readability.
- **Auditing a site's structured data** end to end.

MODULE 6 Digital PR & Third-Party Citation Building

2.5 hrs

- **Earning mentions on authoritative third-party sites** that AI systems already trust.
- **Digital PR fundamentals:** turning coverage and brand mentions into AI-visibility value.
- **Evaluating source quality** the way generative engines do.

MODULE 7 AI Visibility Measurement, Tools & Reporting

2.5 hrs

- **AI visibility & share-of-voice tracking:** measuring citations beyond traditional rankings.
- **Prompt-level tracking:** monitoring which queries surface your brand.
- **Building a monthly AI-visibility dashboard** for yourself or a client.

MODULE 8 Capstone: Full Brand GEO Audit & Live Strategy Build

2 hrs

- **Live brand audit:** hands-on session checking how your brand currently appears across AI platforms.
- **Building a prioritized GEO action plan** from audit findings.
- **Certification guidance:** preparing for recognized SEO & AI-search certifications.

By the end of the Advanced Track, you will be able to run, scale and troubleshoot a multi-platform AI-visibility strategy across brands or clients — at a specialist, agency-ready level.

INVESTMENT

GEO Mastery Program — by Global Web Digital & Learn AI Digital

Choose Your Track

BEGINNER TRACK

₹15,000 / month

15 hours of 1-on-1 live training • Weekly flexible sessions • Foundations to first AI-visibility strategy

ADVANCED TRACK

₹20,000 / month

20 hours of 1-on-1 live training • Weekly flexible sessions • Multi-platform AI Overviews, ChatGPT & Perplexity stack

WHY TRAIN WITH HEMANT

- **15+ years** in digital marketing, including leadership experience at Google and Accenture.
- **Google, Meta Blueprint & HubSpot** certified.
- Personally delivered **1,850+ client projects** and **8,500+ projects** across team & agency work, spanning 35+ countries.
- Over **₹300+ crore** in tracked client revenue.
- **Founder & Director** of **Global Web Digital** (a Google, Meta Business & Shopify Plus Partner agency) and **Learn AI Digital**.

GET STARTED

Reserve your seat — limited to a small number of 1-on-1 clients per month.

Hemant Kalwani

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<https://hemantkalwani.com/> • <https://globalwebdigital.com/> • <https://learnaidigital.com/>

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