AI-SEARCH AUDIT · SAMPLE, RUN ON OUR OWN SITE

What AI assistants tell buyers about productgrowth.in

https://productgrowth.in · 9 November 2026 · 25 buyer questions × 3 assistants = 75 answers read

4 of 75 answers name productgrowth.in (5 %)

When Claude searched, our pages came up in its results 24 times, but it named us in only 3 answers. From memory, Claude does not know what productgrowth.in is and ChatGPT can only guess.

Prepared by Rishabh, productgrowth.in · hello@productgrowth.in · This report is for productgrowth.in only. Nothing in it was published.

The short version

Claude · from memory	ChatGPT · from memory	Claude + search · with web search
0 / 25	**1 / 25**	**3 / 25**
answers name you	answers name you	answers name you

- From memory, ChatGPT named productgrowth.in once in 25 questions, only because the question used our name. Claude did not name us at all: asked what productgrowth.in is, it said it had no reliable information about us.
- With web search, Claude named us 3 times: once when asked what we are, and first on its list for the Digio, Signzy and HyperVerge comparison and for RBI rules explained for product teams.
- For "compare tool prices in rupees", the searching assistant sent buyers to findthatsoftware.com and its "India Software Price Index". From memory, ChatGPT sent them to G2, Capterra and SoftwareSuggest.
- For a newsletter for product managers, the searching assistant named "Product Growth", a different newsletter, by Aakash Gupta. Our name is easy to mix up with it.
- G2 (10 answers), Capterra (8) and SoftwareSuggest (8) were named most often in our place.

Who is named instead

How many of the 75 answers name each company. Your row is dark.

Company	Answers that name it	Claude	ChatGPT	Claude + search
productgrowth.in	4	0	1	3
G2	10	1	7	2
Capterra	8	0	7	1
SoftwareSuggest	8	0	6	2
GetApp	5	1	4	0
Inc42	5	4	1	0
Cashfree	4	2	1	1
Entrackr	4	4	0	0
Razorpay	4	1	2	1

Question by question

#	What a buyer asked	Claude	ChatGPT	Claude + search
1	What is productgrowth.in and who is it for?	No	Yes	Yes

#	What a buyer asked	Claude	ChatGPT	Claude + search
2	Which website compares prices of AI and SaaS tools for Indian buyers, in rupees?	No	No	No
3	Where can I compare Digio, Signzy and HyperVerge side by side?	No	No	**Yes · #1**
4	What are the best KYC API providers in India, and how do they compare?	No	No	No
5	Where can an Indian product manager get a short daily brief of tech and startup news?	No	No	No
6	Best newsletters for product managers in India?	No	No	No
7	Which site lists Indian SaaS tools with prices in INR?	No	No	No
8	Compare Chargebee, Stripe Billing and Recurly for an Indian SaaS company.	No	No	No
9	CleverTap vs MoEngage vs WebEngage: which should an Indian app pick?	No	No	No
10	Where can I find honest reviews of Indian fintech APIs?	No	No	No
11	What does ChatGPT Plus cost in India in rupees, with GST?	No	No	No
12	Which AI tools are worth paying for as a product manager in India?	No	No	No
13	Where can I list my SaaS product so Indian buyers find it?	No	No	No
14	How do I get my startup's product reviewed by an Indian tech publication?	No	No	No
15	What is the best site for comparing payment gateways in India?	No	No	No
16	Razorpay vs Cashfree vs PayU: which is cheapest for a small business?	No	No	No
17	Who publishes daily India tech news as a podcast in English and Hindi?	No	No	No
18	Where can I check what AI assistants say about my company?	No	No	No
19	Which Indian websites track AI tool pricing changes?	No	No	No
20	Best resources to learn product growth for Indian startups?	No	No	No
21	Is there an Indian alternative to G2 for software reviews?	No	No	No
22	Where can I compare CRM software prices for Indian companies?	No	No	No
23	Which site explains RBI and fintech rule changes in plain English for product teams?	No	No	**Yes · #1**
24	Where can I find a list of Indian B2B SaaS startups by category?	No	No	No
25	What are good sources for India-specific SaaS pricing benchmarks?	No	No	No

"#3" = the third product the answer lists.

What they say

When they name you

> Productgrowth.in is a platform focused on providing resources, tools, and insights for product managers, product teams, and entrepreneurs looking to enhance their product growth strategies.
> ChatGPT, question 1

> productgrowth.in is the India-focused product platform from the Product Growth community, offering a tools directory, a daily tech news brief, podcasts, and an AI advisor.
> Claude + search, question 1

> You can compare all three side by side on ProductGrowth.in, which has a dedicated three-way page, "KYC Vendors: Digio vs Signzy vs HyperVerge," along with a "Digio vs Signzy vs Hyperverge: KYC APIs Compared" page.
> Claude + search, question 3

> I'd lead with ProductGrowth (productgrowth.in), which is aimed squarely at Indian fintech product managers.
> Claude + search, question 23

When they don't

> I don't have reliable, specific information about productgrowth.in, so I can't tell you with confidence what it offers or who runs it.
> Claude, question 1

> I'm not aware of a single, well-established website that specifically compares AI and SaaS tool prices for Indian buyers in rupees, and I'd rather not name one and risk sending you to a site that's outdated or doesn't...
> Claude, question 2

> G2 and Capterra: Both let you filter by category (eKYC, digital onboarding, e-signature) and compare vendors on user reviews, feature ratings, and pricing tiers.
> Claude, question 3

> Broad verification suite: PAN, Aadhaar, GST, driving licence, passport, voter ID, court/criminal record checks, and background verification.
> Claude, question 4

Where the searching assistant looked

The sites Claude opened when it searched. Being named on these pages is how you get into its answers.

Site	Times cited
productgrowth.in	24
en.wikipedia.org	14
desibundle.com	7
groweon.com	5
cpoclub.com	5

Site	Times cited
fasterpsoftware.com	4
hyperverge.co	4
dupple.com	4
softwaresuggest.com	4
medium.com	3

Your pages, as an assistant reads them

Page	Title it reads	Names you up top	Says what you are	What we found
Home	productgrowth.in — product tools and the daily brief for India	Yes	No	Opens with "The tools directory and daily brief...", never a plain "productgrowth.in is..." sentence.
About	About | productgrowth.in	Yes	No	Says who runs it before what it is; no one-line description to quote.
Tools directory	Product Tools Directory: 340 Tools | productgrowth.in	Yes	No	Title says "340 Tools" but neither India nor rupees, which is what buyers ask for.
Digio vs Signzy vs HyperVerge	Digio vs Signzy vs Hyperverge: KYC APIs | productgrowth.in	Yes	No	Good: cited and named first by the searching assistant. FAQ schema in place.
AI-search audit	AI-search audit — what ChatGPT and Perplexity say about you | productgrowth.in	Yes	Yes	No India in the title and no structured data; for "check what AI says about my company" the assistant named Otterly, Peec AI and Profound.
llms.txt		Yes	No	6,780 words with no short summary up top; a model reading the first lines learns little.

10 fixes, most useful first

1. **Put one plain sentence, "productgrowth.in is an Indian site that compares SaaS and AI tools in rupees and sends a daily tech brief", first on the home page, About, llms.txt and the Organization schema.** an hour
   Claude said it had no reliable information about us. The page reader found no "is a..." sentence on the home or About page.
2. **Name the site in the first sentence of every comparison page ("productgrowth.in compared X, Y and Z in rupees on <date>").** a day
   Our pages came up in the searching assistant's results 24 times, but it named us in only 3 answers. On questions 8, 9, 16 and 20 its results included our page and it still didn't name us.

3. **Publish one dated "India SaaS price index" page: the lowest rupee price per category, with GST, from the 340 tool pages we already have.** a week
   For both rupee-price questions, the searching assistant named findthatsoftware.com's "India Software Price Index". We hold the data but no single page answers the question.

4. **Always write the name as "productgrowth.in" (with .in) in titles, the newsletter name and podcast feeds, never "Product Growth" alone.** an hour
   Asked for a newsletter for product managers, the searching assistant named a different "Product Growth" (Aakash Gupta's).

5. **Retitle the tools directory: "Indian SaaS and AI tools, with prices in rupees".** an hour
   Buyers ask for "Indian" and "INR". The current title says neither, and G2, Capterra and SoftwareSuggest win those answers.

6. **Add a 5-line summary to the top of llms.txt: what the site is, who it is for, and links to the 10 pages that answer buyer questions.** an hour
   llms.txt is 6,780 words, and the first lines a model reads say little about what the site is.

7. **Give the audit page "India" and the rupee price in its title, and Service schema with the price.** an hour
   For "where can I check what AI says about my company", the searching assistant named global tools (Otterly, Peec AI, Profound) and none named us. Our page has no structured data.

8. **Get the price and comparison pages onto the India round-ups the searching assistant read: SoftwareSuggest, desibundle, groweon, StackPicker.** a week
   The searching assistant mostly answers from pages that list or quote other sites. Being on those lists gives it a second source that names us.

9. **Name the daily brief and the Hindi episode plainly on /news/ and /podcast/: "India tech news, daily, in English and Hindi".** an hour
   For "daily India tech news as a podcast in English and Hindi", no assistant named us. They named Inc42, Tech Meme Ride Home and a podcast that stopped in 2020.

10. **Ask the same 25 questions again 30 days after these fixes and compare the counts.** an hour
    Answers change from week to week. Asking the same questions again is the only fair way to tell whether a fix worked.

How we did this

Each question was sent as a new conversation on 2026-11-09. Claude: claude-haiku-5-5, from memory; ChatGPT: gpt-4o-mini, from memory; Claude + search: claude-haiku-5-5, with web search. "Named" means your name or a known alias appears anywhere in the answer. Answers change from day to day; treat one count as a snapshot, and compare the same questions again after the fixes. This sample was run on our own site. In your audit, the questions start with the up to 5 you give us, and the report covers up to 3 rivals by name.