

GrowKitt

Complete User Guide

Every module explained - Demo Mode and API Mode
34 tools + team access, all on your own computer

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1. What this tool is

GrowKitt is a desktop marketing suite that runs entirely on your own computer. It measures how visible your website is inside AI answers (ChatGPT, OpenAI GPT-4o, Google Gemini, Perplexity), audits and improves your pages, tracks Google rankings, checks backlinks and traffic, quality-checks unpublished drafts, manages directory citations, and rolls everything into client-ready PDF reports. Fifteen tools plus team access control, in one app, with no monthly subscription.

The two modes: Demo vs API

Almost every tool works in two modes.

DEMO MODE generates realistic sample data with no API keys and no cost. Use it to learn a tool, train teammates, and test workflows. Demo data is clearly marked and is never mixed with real results.

API (LIVE) MODE uses real services with your own keys, which you paste once in Settings / API Keys. Each key unlocks specific tools. Live results are saved to the reports folder so History, trends and the Master Report can use them.

Rule of thumb: learn in Demo Mode, work in API mode, and treat any single AI-visibility score as directional - AI answers vary run to run, so track the weekly trend instead of one number.

Getting started in ten minutes

1. Install Python from python.org (tick 'Add to PATH' during setup).
2. Unzip the folder and double-click `run_windows.bat` (Windows) or `run_mac_linux.sh` (Mac/Linux).
3. The dashboard opens at `http://127.0.0.1:7860` in your browser.
4. Try any tool in Demo Mode immediately - zero keys needed.
5. Add free keys (Gemini + Google CSE) from Settings / API Keys when ready.
Full steps: `SETUP_GUIDE.md`.

2. API keys - what unlocks what

You only need keys for the tools you use. Everything in this table is optional; the free rows cover most daily work.

Key	Cost	Where to get it	Unlocks
Google Gemini	Free tier (about 1,500 requests/day)	aistudio.google.com -> Get API key	Visibility Scanner (Gemini engine), best free starting point
OpenAI	Paid, minimum \$5 credit; a 10-term scan costs a few rupees	platform.openai.com -> API keys	Visibility Scanner (ChatGPT + GPT-4o engines). Note: ChatGPT Plus does NOT include API access
Perplexity	Paid, minimum \$3 credit	perplexity.ai -> Settings -> API	Visibility Scanner (Perplexity engine)
Google Custom Search (CSE key + CX id)	Free: 100 queries/day	programmablesearchengine.google.com + Cloud Console	Rank Tracking (top-50 Google positions), AI Overviews Tracker
Moz Links API	Free tier available	moz.com/products/api	Backlinks & Traffic (DA, top backlinks), Competitor Link Gap
OpenPageRank	Free	openpagerank.com	Simple authority fallback when Moz is not set
Google Search Console (service account JSON + property)	Free - your own real Google data	Cloud Console service account; add its email to your GSC property; save file as gsc-credentials.json in the app folder	Organic traffic & keywords (real clicks/impressions, own verified sites only)

3. The modules

Each module below explains: what it does, how to use it, what Demo Mode gives you, what API (live) mode gives you, and a practical tip.

3.1 Visibility Scanner

What it does. The core tool. It asks the AI engines the questions your buyers ask ('best CRM for small business', 'top NGO consultants in India') and scores whether YOUR site is mentioned, at what position, whether it is cited as a source, and who appears instead of you.

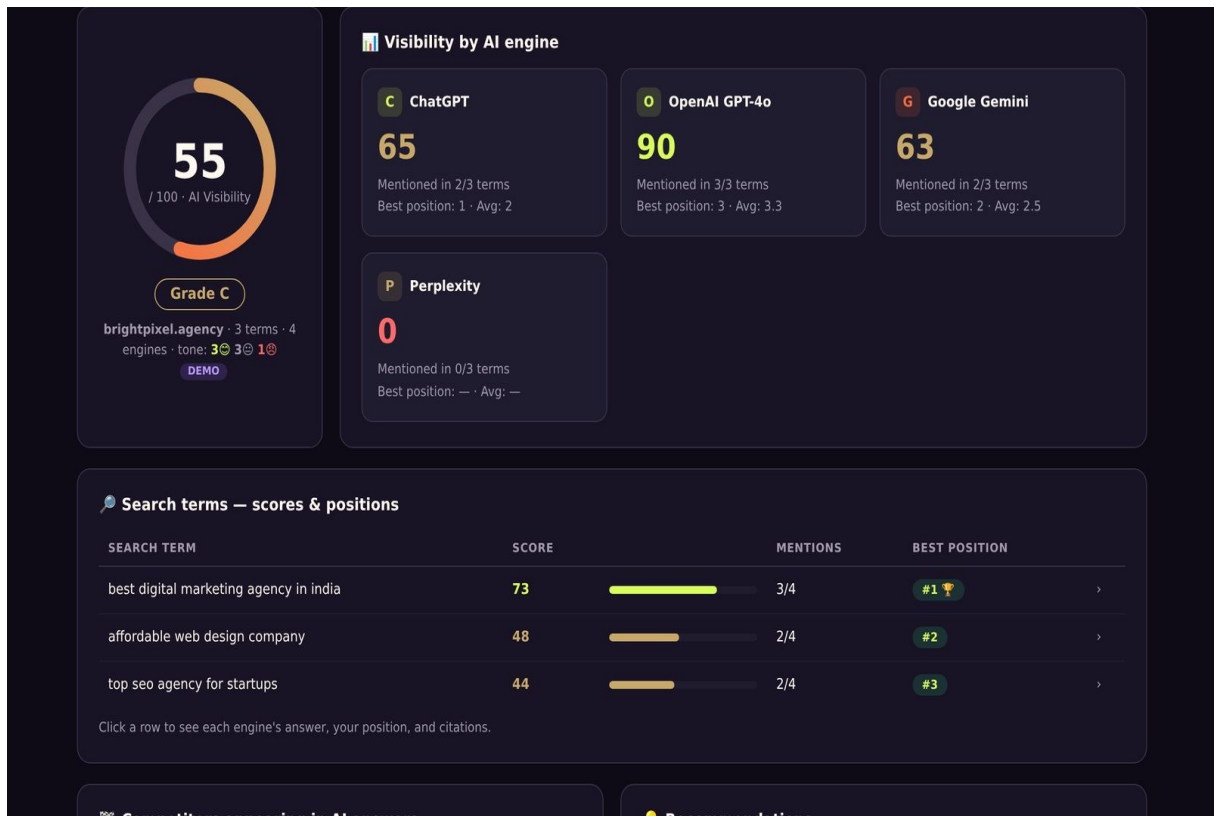
How to use it

6. Open the app - the Scanner is the first screen.
7. Enter your domain (and brand name if it differs).
8. Add up to 10 search terms - or click Auto-generate to let the app read your site and propose terms.
9. Pick engines, tick Demo Mode if you have no keys yet, click Check Visibility.
10. Read the results: overall score and grade, per-engine scores, per-term table with positions and citations, competitor list, and the Fix-It recommendations tab.
11. Download the PDF report or find the scan later under History.

Demo Mode: Generates realistic fake answers (your domain appears in about 65% of them at random positions, with sample competitors like semrush.com or hubspot.com). Perfect for learning the screens. Scores mean nothing about your real visibility.

API / Live Mode: Needs at least one engine key (Gemini is free). Each term is sent to each selected engine; answers are parsed for mentions, ranked positions and citations. Scoring per answer: position 1 = 100, 2-3 = 85, 4-5 = 70, 6-10 = 55, unranked mention = 40, cited-only = 25, +10 citation bonus (cap 100), not mentioned = 0. Grades: A+ at 85+, A 75+, B 65+, C 50+, D 30+, else F. Cost example: 10 terms x 4 engines is roughly Rs 2-5 per scan.

Tip: Scan weekly on the same terms. AI answers vary between runs - the trend across weeks is the real signal, not one score.



Screenshot: Visibility Scanner (real app)

3.2 Robots.txt Generator for AI

What it does. Builds a robots.txt that explicitly welcomes or blocks each AI crawler (GPTBot, ClaudeBot, PerplexityBot, Google-Extended, CCBot and more). If AI bots cannot crawl you, AI engines cannot recommend you.

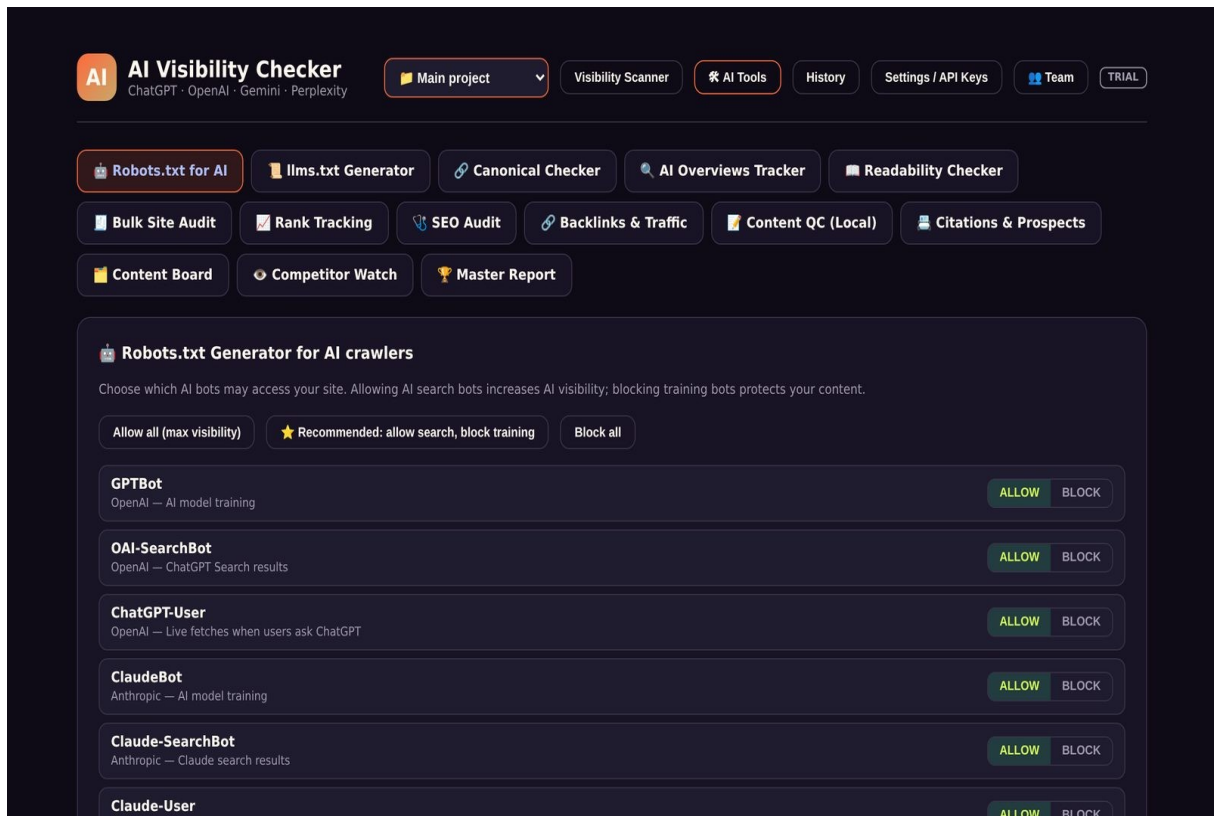
How to use it

12. AI Tools -> Robots.txt for AI.
13. Choose a preset (Welcome all AI / Block all AI / Search-only) or toggle each bot individually.
14. Add your sitemap URL, click Generate, copy or download, upload to your site root as robots.txt.

Demo Mode: No demo needed - generation is instant and free (no network calls).

API / Live Mode: Same - this tool never needs a key.

Tip: Most sites should welcome AI crawlers on public content: being crawlable is a precondition for AI visibility.



Screenshot: Robots.txt Generator for AI (real app)

3.3 llms.txt Generator

What it does. Creates an llms.txt file - a curated, AI-readable map of your whole site (the emerging standard AI engines read to understand you). The generator walks your full sitemap, not just a few pages.

How to use it

15. AI Tools -> llms.txt Generator.
16. Enter your domain; the app discovers your sitemap and pages.
17. Review the generated file, edit descriptions if you wish, download and upload it to `yoursite.com/llms.txt`.

Demo Mode: Works on any real public site without keys.

API / Live Mode: No key needed - it fetches your own site directly.

Tip: Regenerate after adding major sections so the file stays complete.

3.4 Canonical Checker

What it does. Verifies canonical tags across your pages - wrong canonicals leak ranking signals and confuse both Google and AI crawlers.

How to use it

18. AI Tools -> Canonical Checker.
19. Enter a URL (or several), click Check.
20. Each page shows: canonical present? self-referencing? pointing somewhere unexpected?

Demo Mode: Works on any real public URL without keys.

API / Live Mode: No key needed.

Tip: Check after site migrations and CMS changes - that is when canonicals silently break.

3.5 AI Overviews Tracker

What it does. Tracks whether Google shows an AI Overview for your keywords and whether your site is referenced in the results.

How to use it

21. AI Tools -> AI Overviews Tracker.
22. Enter keywords (one per line) and your domain, click Track.

Demo Mode: Demo Mode simulates overview presence so you can see the layout.

API / Live Mode: Uses your Google CSE key (free 100 queries/day).

Tip: Terms with AI Overviews deserve answer-first content - that is what gets quoted.

3.6 Readability Checker

What it does. Scores how easily humans AND machines can read a page, and - unlike most checkers - shows exactly WHERE points are lost and HOW to fix each one.

How to use it

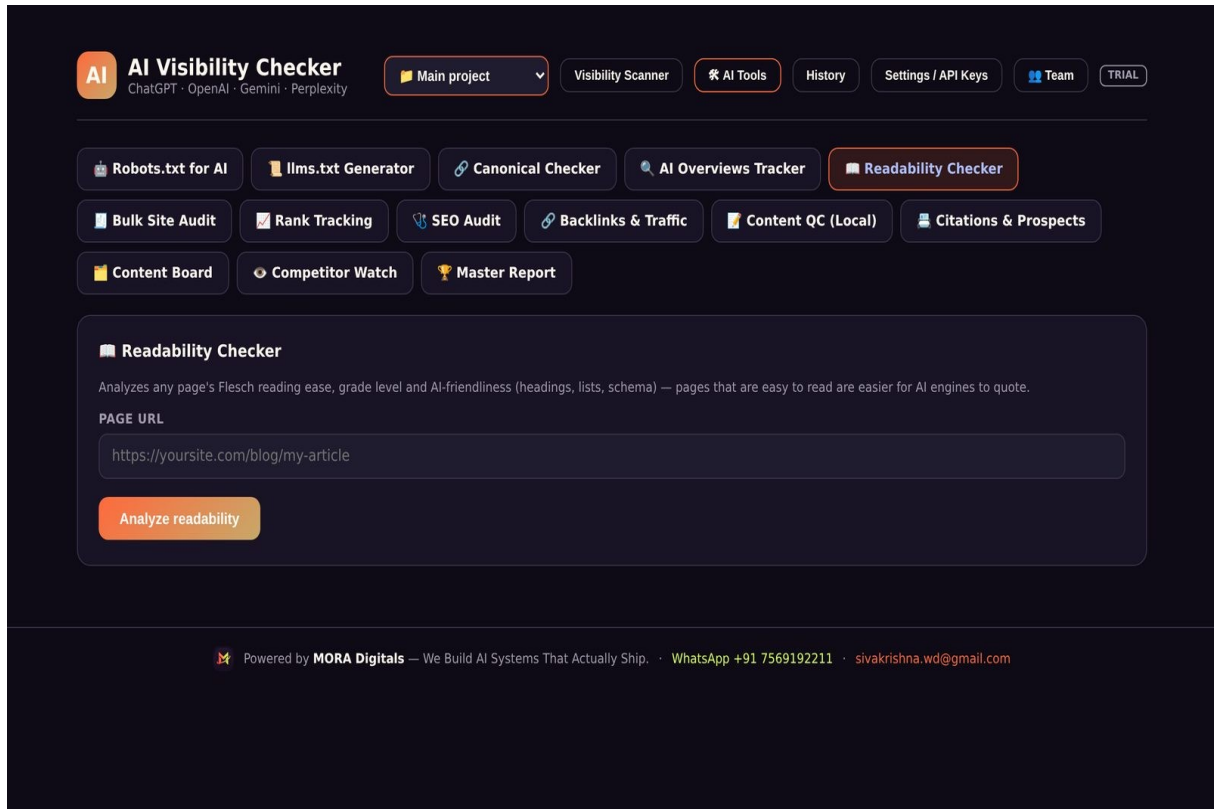
23. AI Tools -> Readability Checker.
24. Enter a page URL, click Check.

25. Read the factor table: sentence length (25), word simplicity (25), headings (15), lists & tables (10), structured data (15), active voice (10).
26. Fix the exact sentences and sections listed, then re-check.

Demo Mode: Works on any real public page without keys.

API / Live Mode: No key needed.

Tip: It analyses server-rendered HTML; heavy JavaScript sites may show less text than a browser displays.



Screenshot: Readability Checker (real app)

3.7 Bulk Site Audit

What it does. Audits your ENTIRE site (up to 10,000 pages per run) for AI readiness: canonicals, readability, heading structure, lists, schema, FAQ schema - each page scored /100, with site-wide stats and a downloadable audit PDF.

How to use it

27. AI Tools -> Bulk Site Audit.
28. Enter your domain, set the page cap, click Start Audit.

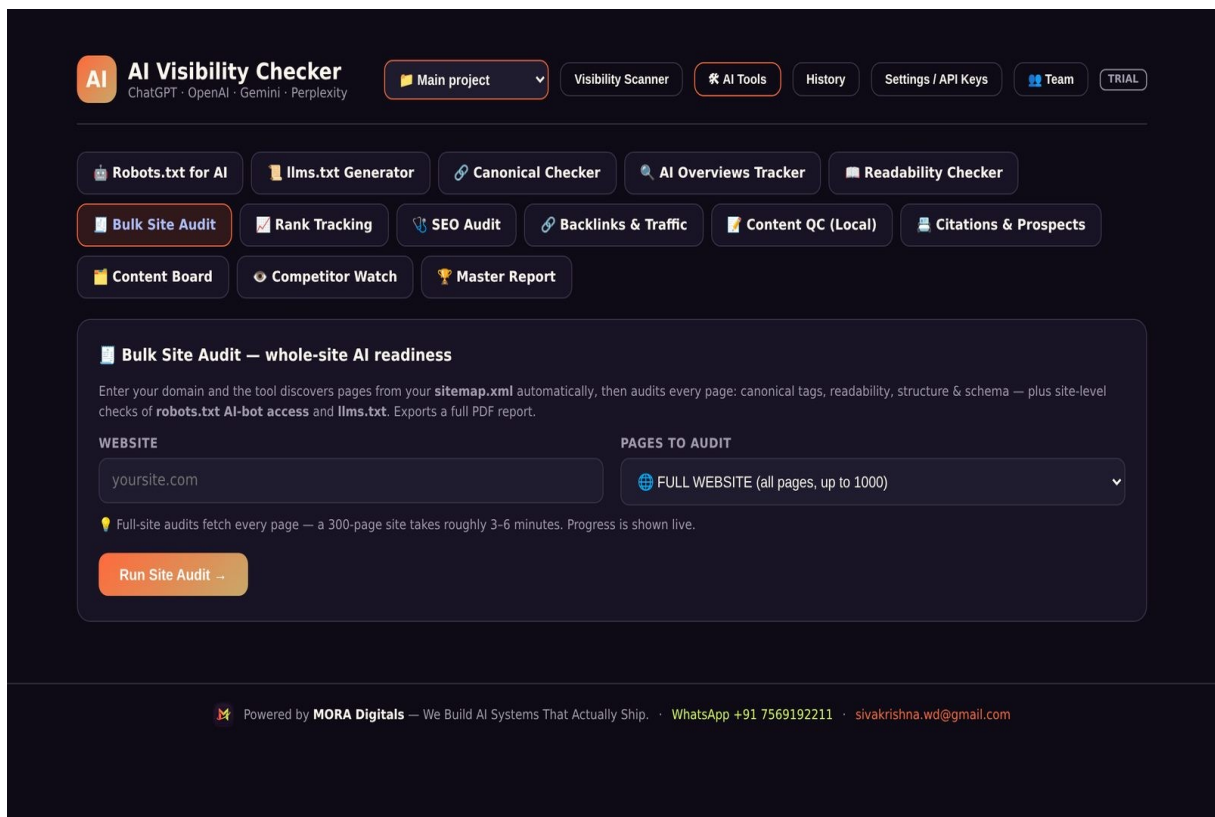
29. Watch live progress; large sites take a few minutes (300 pages is roughly 3-6 minutes).

30. Sort the page table by score, fix the worst pages first, download the Audit PDF for the team.

Demo Mode: Point it at any real public site - no key needed.

API / Live Mode: No key needed. Page score model: canonical ok = 25, Flesch 60+ = 25 (45+ = 15, else 5), exactly one H1 = 10, 2+ H2s = 10, lists = 10, schema = 15, FAQ schema = 5.

Tip: Re-run monthly; the trend of the site average is a great KPI.



Screenshot: Bulk Site Audit (real app)

3.8 Rank Tracking

What it does. Tracks your Google positions (top 50) for your keywords, keeps history, shows movement arrows since the last check, the ranking URL and who sits above you.

How to use it

31. AI Tools -> Rank Tracking.

32. Enter your domain and keywords (one per line, up to 20).

33. Click Check Rankings; use View history for the trend.

Demo Mode: Demo Mode simulates positions so you can learn the screen.

API / Live Mode: Uses Google Custom Search API - free 100 queries/day, official, no scraping risk. Positions can differ from your personalised Google results; track the trend.

Tip: Weekly checks on a fixed keyword set give the cleanest trend. History keeps the last 52 checks per domain.

The screenshot shows the 'AI Visibility Checker' interface. At the top, there's a navigation bar with 'Main project' (dropdown), 'Visibility Scanner', 'AI Tools' (selected), 'History', 'Settings / API Keys', 'Team', and 'TRIAL'. Below this is a grid of tool buttons: 'Robots.txt for AI', 'Ilms.txt Generator', 'Canonical Checker', 'AI Overviews Tracker', 'Readability Checker', 'Bulk Site Audit', 'Rank Tracking' (selected), 'SEO Audit', 'Backlinks & Traffic', 'Content QC (Local)', 'Citations & Prospects', 'Content Board', 'Competitor Watch', and 'Master Report'. The 'Rank Tracking' section is expanded, showing a checkbox for 'Keyword Rank Tracking (Google)'. Below this, it explains that it checks Google position (top 50) via the official Google Custom Search API, with a limit of 100 queries/day. It includes a 'YOUR WEBSITE' field with 'yoursite.com' and a 'Demo Mode' checkbox. The 'KEYWORDS (ONE PER LINE, UP TO 20)' section contains a text area with 'best crm software india', 'crm for small business', and 'your brand name'. At the bottom, there are 'Check Rankings' and 'View history / trend' buttons.

Screenshot: Rank Tracking (real app)

3.9 SEO Audit

What it does. A 9-factor on-page audit of any URL, scored /100: title, meta description, headings, content depth, image alt text, links, technical (HTTPS/canonical/noindex/viewport), schema & social tags, page weight - with exact fixes per factor.

How to use it

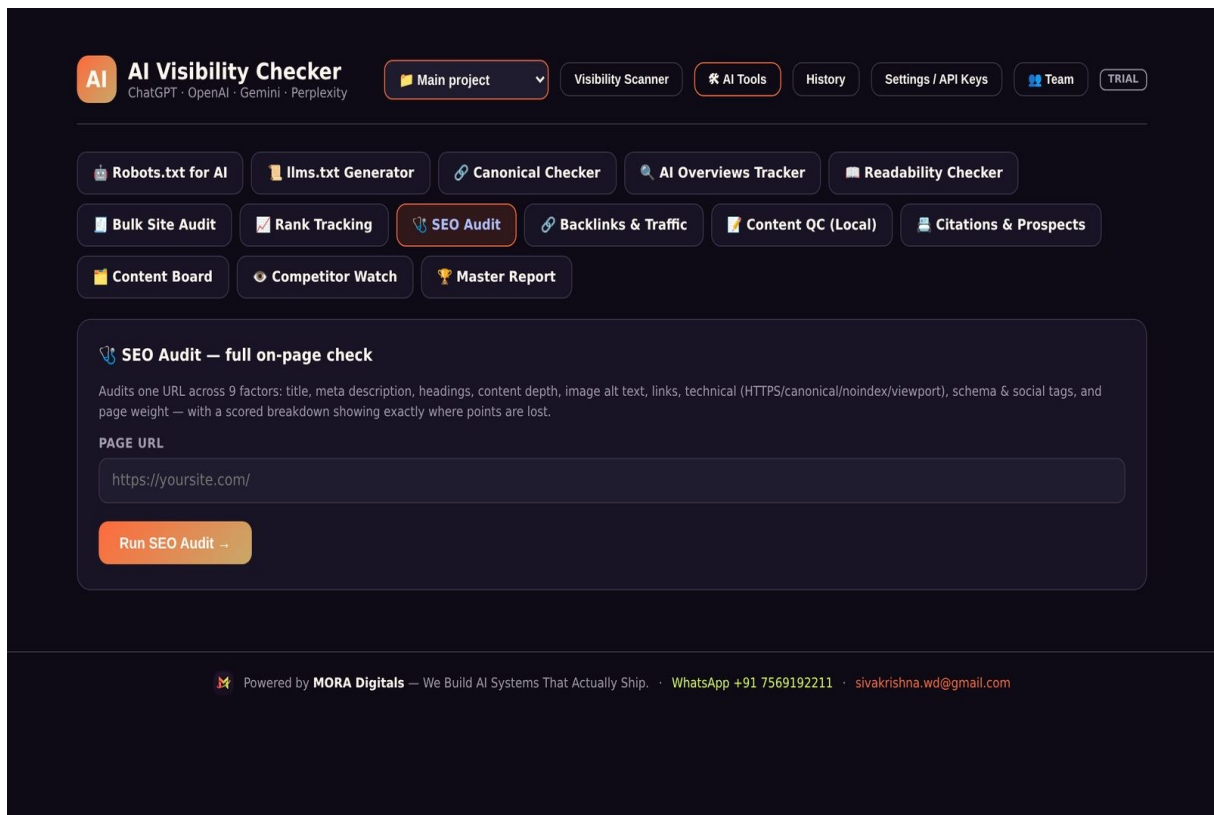
34. AI Tools -> SEO Audit.

35. Enter a URL, click Audit.
36. Work through the factor table top-down - each row explains what was found and what to change.

Demo Mode: Works on any real public URL without keys.

API / Live Mode: No key needed.

Tip: Audit your money pages first, then your top blog posts.



Screenshot: SEO Audit (real app)

3.10 Backlinks & Traffic

What it does. Shows Domain Authority, total backlinks, linking domains, spam score and your top backlinks (with anchors and dofollow status), plus REAL organic clicks & keywords from your own Google Search Console.

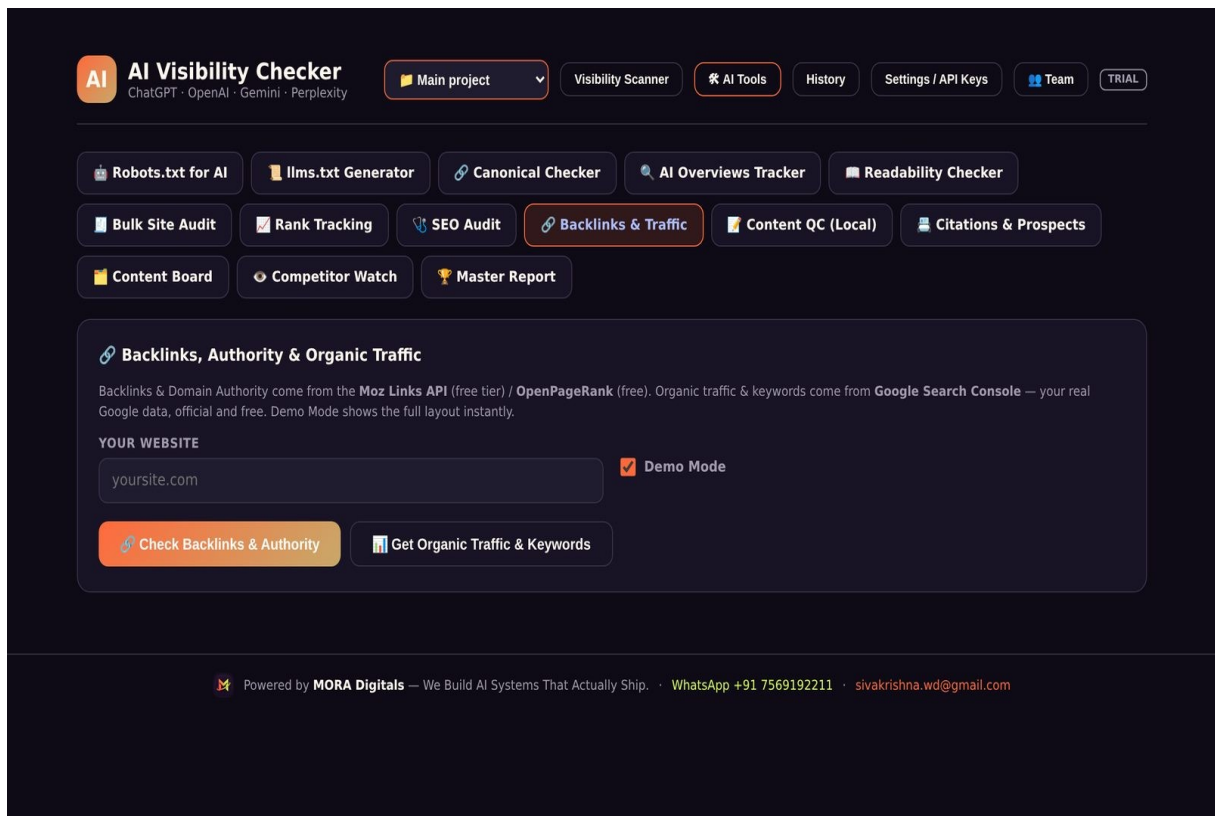
How to use it

37. AI Tools -> Backlinks & Traffic.
38. Enter your domain, click Check Backlinks & Authority.
39. Click Get Organic Traffic & Keywords for GSC data.

Demo Mode: Demo Mode fabricates a full backlink profile for training.

API / Live Mode: Backlinks: Moz Links API (free tier) or OpenPageRank (free). Organic: GSC service account - real data, own verified sites only, which beats third-party estimates for your own properties.

Tip: Check monthly. Combine with Citations & Prospects to grow the numbers you see here.



Screenshot: Backlinks & Traffic (real app)

3.11 AEO/GEO Content Audit + Article Checklist

What it does. Quality-checks UNPUBLISHED drafts with zero privacy risk: the analysis module contains no networking code, so your unique content never leaves the machine. Scores 10 AEO/GEO factors /100, flags AI-cliche phrases, misspellings (offline dictionary), grammar slips, run-on sentences, missing CTA and placeholders - then generates FAQ schema from your own headings. The Article Checklist view runs the team's v3 checklist (27 checks): 18 AUTO checks fill themselves, 3 partial confirms, only 6 human ticks.

How to use it

40. AI Tools -> AEO/GEO Content Audit.
41. Paste the draft (text, Markdown or HTML), add target keyword, Article ID (e.g. A-44) and reviewer name.
42. Run Local QC for the score breakdown, or Open Article Checklist for the sign-off view.
43. Fix what is flagged, tick the human checks, Save ticks, print the signable QC sheet.
44. Publish only at GO: all auto checks pass, all ticks done, score 75+.

Demo Mode: There is no demo/API split - this tool is ALWAYS 100% local and free. That is the point: drafts stay private until you publish.

API / Live Mode: No key, ever. Verifiable in backend/content_qc.py - no networking imports.

Tip: Use the same Article ID here and on the Content Board so the board pulls the QC score automatically.

The screenshot displays the 'AI Visibility Checker' web application interface. At the top, there's a navigation bar with the app's logo and name, followed by several tabs: 'Main project', 'Visibility Scanner', 'AI Tools' (which is highlighted), 'History', 'Settings / API Keys', 'Team', and a 'TRIAL' badge. Below the navigation bar is a grid of tool buttons including 'Robots.txt for AI', 'Ilms.txt Generator', 'Canonical Checker', 'AI Overviews Tracker', 'Readability Checker', 'Bulk Site Audit', 'Rank Tracking', 'SEO Audit', 'Backlinks & Traffic', 'Content QC (Local)' (highlighted), 'Citations & Prospects', 'Content Board', 'Competitor Watch', and 'Master Report'. The main content area is titled 'Content QC — AEO/GEO checklist, 100% local'. It features a green box with a 'Privacy guarantee' message. Below this, there are input fields for 'TARGET KEYWORD / QUERY (OPTIONAL BUT RECOMMENDED)' (containing 'e.g. best crm for small business') and 'BRAND NAME (OPTIONAL)' (containing 'YourBrand'). A large text area labeled 'PASTE YOUR DRAFT (PLAIN TEXT, MARKDOWN OR HTML)' contains a sample article snippet about choosing a CRM in 2026.

Screenshot: AEO/GEO Content Audit + Article Checklist (real app)

3.12 Citations & Prospects

What it does. Builds high-quality directory citations without spam. 30 vetted directories (Justdial, Sulekha, IndiaMART, Google Business Profile, Crunchbase, Clutch, G2...) with DA and dofollow status; a Business Profile Vault (enter NAP + descriptions once, copy-paste everywhere - perfect NAP consistency); a daily queue capped at 20 submissions; pipeline tracking per directory; a live-link verifier; and a Competitor Link Gap prospector.

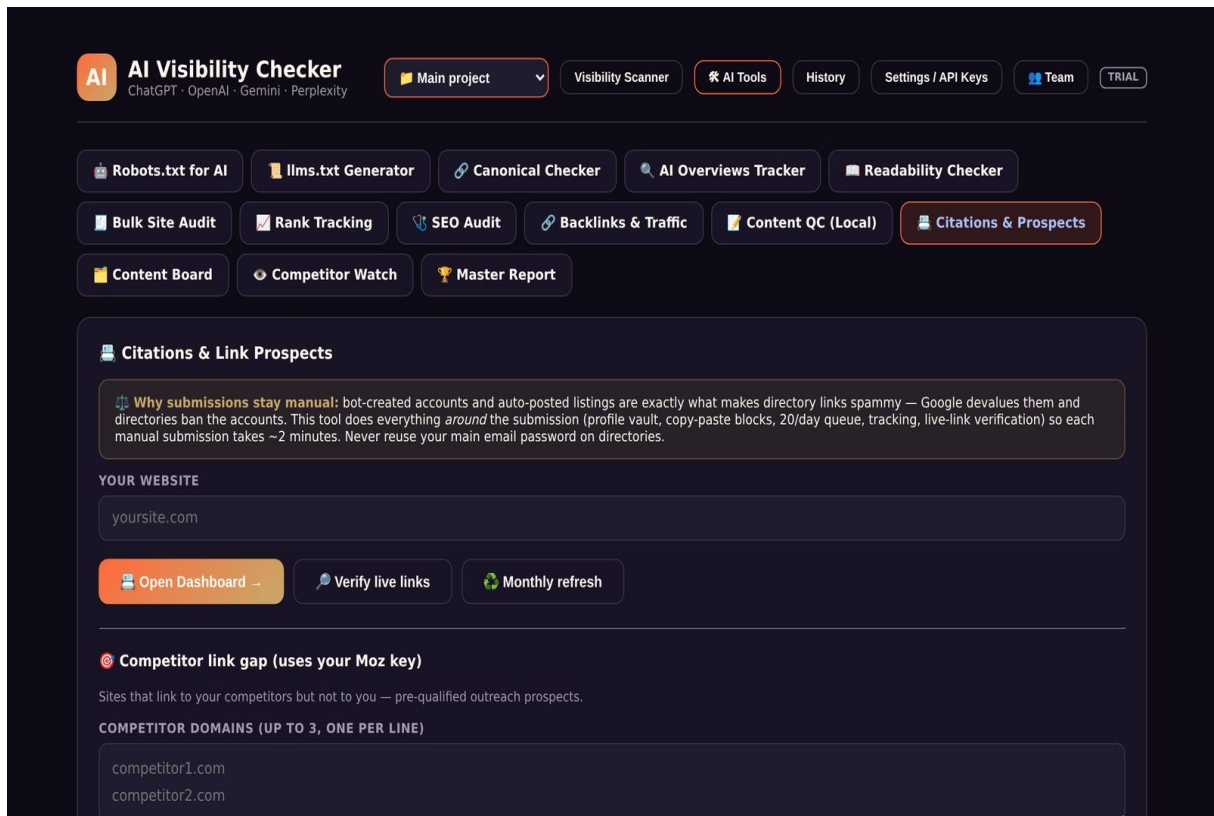
How to use it

45. AI Tools -> Citations & Prospects; enter your domain, Open Dashboard.
46. Fill the Business Profile Vault once and Save.
47. Each day: submit the 20 highlighted directories manually (the vault's copy-paste panel makes each one about 2 minutes), mark Submitted, paste your listing URL.
48. Fridays: click Verify live links - the tool confirms each listing is live, your link is present, and dofollow/nofollow.
49. Monthly: click Monthly refresh for this month's targets, and run the Competitor Link Gap for fresh outreach prospects.

Demo Mode: Link Gap has a Demo Mode (sample prospects). The rest works without keys - the verifier just fetches your listing URLs.

API / Live Mode: Link Gap uses your Moz token to find domains linking to competitors but not to you. Submissions themselves stay MANUAL by design - bot-created listings are what makes directory links spammy and gets accounts banned.

Tip: One exact NAP format everywhere. Unique password per directory. Full instructions live in SUBMISSION_GUIDE.md.



Screenshot: Citations & Prospects (real app)

3.13 Content Board

What it does. Your content pipeline in one view - replaces the Google-Sheet dashboard. Stages: Idea, Writing, In QC, SEO review, Scheduled, Published, Tracking; plus writer, keyword, due date and URL. The QC column pulls the saved Article Checklist score automatically for the same Article ID, and overdue articles are flagged red.

How to use it

50. AI Tools -> Content Board.

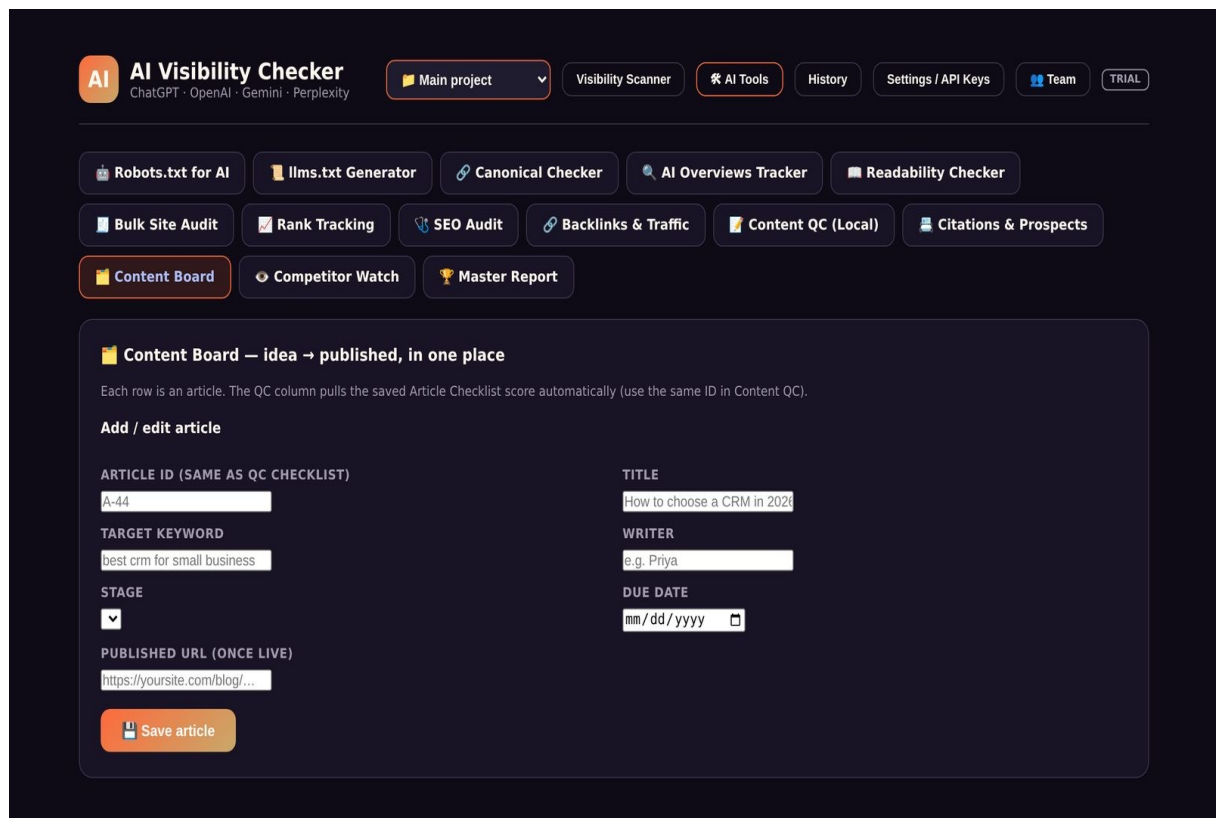
51. Add each article with an ID (A-44 style), title, keyword, writer, stage and due date.

52. Move the stage forward as work progresses; add the URL when published.

Demo Mode: No keys, no demo split - it is a local tracker.

API / Live Mode: No key needed.

Tip: Keep IDs identical to the QC checklist IDs - that is the link that auto-fills the QC column.



Screenshot: Content Board (real app)

3.14 Competitor Watch

What it does. A standing side-by-side AI-visibility comparison. Save your domain + up to 3 competitors + up to 10 terms once; every run asks the same questions to the same engines and scores ALL domains from the same answers - so comparing 4 sites costs the same as scanning 1. You get a leaderboard, term-by-term winners, and a trend across runs (52 kept).

How to use it

53. AI Tools -> Competitor Watch.

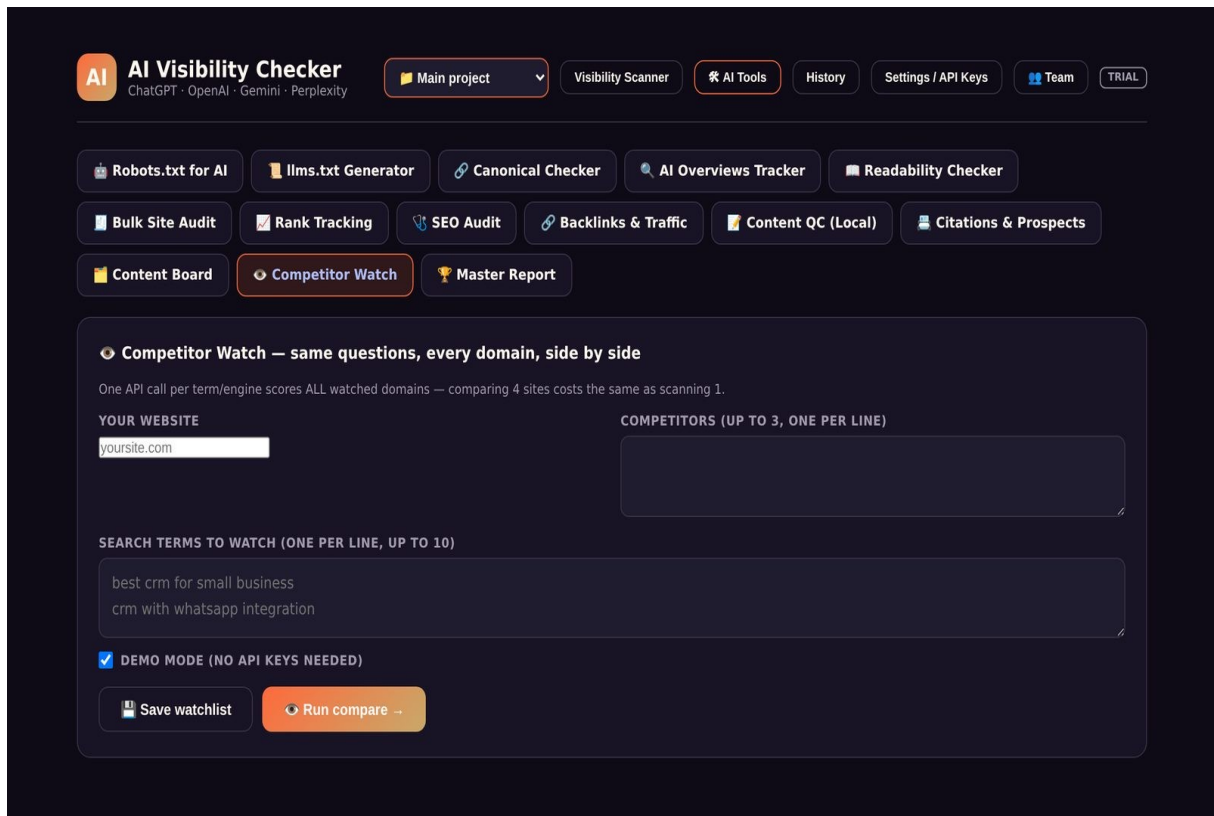
54. Enter your domain, competitors and terms; Save watchlist.

55. Click Run compare weekly; read the leaderboard and the term-by-term winners table.

Demo Mode: Demo Mode simulates all answers - great for the walkthrough.

API / Live Mode: Uses the same engine keys as the Visibility Scanner.

Tip: Pick the 3 competitors clients ask about; the 'we gained, they lost' trend table is very persuasive in reviews.



Screenshot: Competitor Watch (real app)

3.15 Master Report

What it does. One client-ready PDF combining the latest saved results from every tool for a domain: executive scorecard (AI Visibility, AI Readiness, On-page SEO, Domain Authority) plus AI visibility detail, rankings, backlinks, organic traffic and site audit sections.

How to use it

56. Run the tools you want included at least once (their results are saved automatically).
57. AI Tools -> Master Report, enter the domain, click Build.
58. Download and send - it is formatted for clients.

Demo Mode: Demo-mode results can be included (marked) for a sample report.

API / Live Mode: Uses whatever real results exist in the reports folder; GSC section appears only with real credentials or explicit demo flag.

Tip: Build it monthly - it is the single document that shows the whole picture of your work.

3.16 Team Mode, Reminders & Backup

What it does. Optional login with per-tab access control, a due-tasks banner, and one-click backup. Off by default - single users see no change.

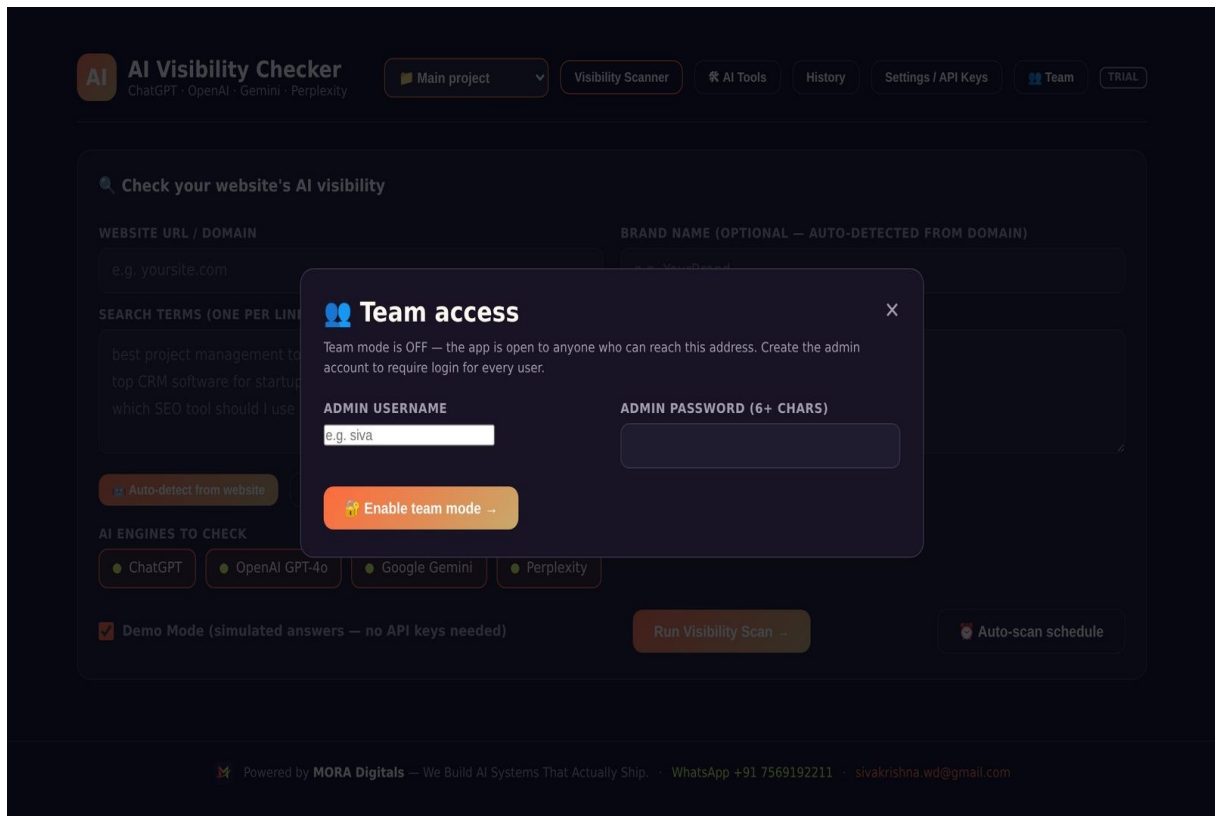
How to use it

59. Click Team in the header, create the admin account (this enables login for everyone).
60. Add members with username + password and tick exactly the tabs each may use (e.g. writers: Content QC + Citations only).
61. Share the app: run it on one PC, teammates open <http://YOUR-PC-IP:7860> from any browser on the same network - including iPhone/iPad Safari and Android (the UI is mobile-friendly).
62. Admin extras: activity log (who did what, when) and Download backup (dated zip of all reports, pipelines and settings).

Demo Mode: Not applicable.

API / Live Mode: No external service - passwords are salted PBKDF2 hashes stored locally in users.json; sessions last 12 hours; the server enforces permissions on every API call, and members cannot change API keys.

Tip: The reminders banner needs no setup - it reads your own data and flags: unverified citations, ranks stale 9+ days, competitor compare overdue, articles stuck in QC 5+ days or past due, and overdue AI scans.



Screenshot: Team Mode, Reminders & Backup (real app)

4. The weekly routine (one person can run all of it)

When	What to run
Monday (10 min)	Visibility Scanner + Rank Tracking on your fixed term set; glance at the trend.
Weekly (5 min)	Competitor Watch - run compare; note term-by-term wins/losses.
While writing (2 min/page)	Content QC on every new or updated draft; publish only at GO.
Daily (45-60 min while building citations)	Clear the 20-directory queue with the Profile Vault.
Friday (5 min)	Citations - Verify live links.
Monthly (20 min)	Bulk Site Audit + Backlinks check + Citations Monthly refresh + Link Gap.
Client day (1 click)	Master Report PDF.

5. Common questions

Do I need to know how to code?

No. Install Python once, then double-click `run_windows.bat` (or `run_mac_linux.sh`). Everything else happens in your browser at <http://127.0.0.1:7860>.

Which keys should I get first?

Start with the free ones: Google Gemini (AI visibility) and Google CSE (rank tracking). Add Moz free tier for backlinks. OpenAI/Perplexity are optional paid extras.

Are the scores accurate?

Mentions, positions and competitors come from real API answers. AI responses vary between runs, so treat single scores as directional and rely on the weekly trend. GSC traffic is exact (it is Google's own data for your verified site).

Is my content safe in Content QC?

Yes - the QC module contains no networking code at all. Drafts are analysed in memory on your machine and never transmitted.

Can my team use it from phones?

Yes, as clients: run the app on one PC and open <http://YOUR-PC-IP:7860> from any phone/tablet browser on the same network. iOS cannot run the server itself.

What if a directory rejects my listing?

Fix the reason (usually category mismatch or an ad-like description) and resubmit once. The pipeline tracks Rejected status so nothing is lost.

Where is my data stored?

Everything lives in the app folder: reports/ (scans, audits, pipelines, checklists), config.json (keys) and users.json (team accounts). The admin backup button zips all of it.

6. Files that ship with the app

- 63. README.md - feature overview (all 16 items).
- 64. SETUP_GUIDE.md - step-by-step key setup with screenshots of each provider.
- 65. SUBMISSION_GUIDE.md - the complete directory submission playbook.
- 66. run_windows.bat / run_mac_linux.sh - one-click launchers.
- 67. reports/ - all your saved scans, audits, pipelines and checklists.
- 68. config.json - your API keys (never share this file).
- 69. users.json - team accounts (created only if you enable Team mode).

7. Projects — manage many websites from one app

New in version 3.1

What it does. One installation can now run any number of websites or clients. Each project keeps its own scans and history, rank tracking, audits, citations pipeline, content board, QC checklists, competitor watchlist and master reports — fully separated, never mixed. Your existing data automatically lives in the "Main project".

How to use it

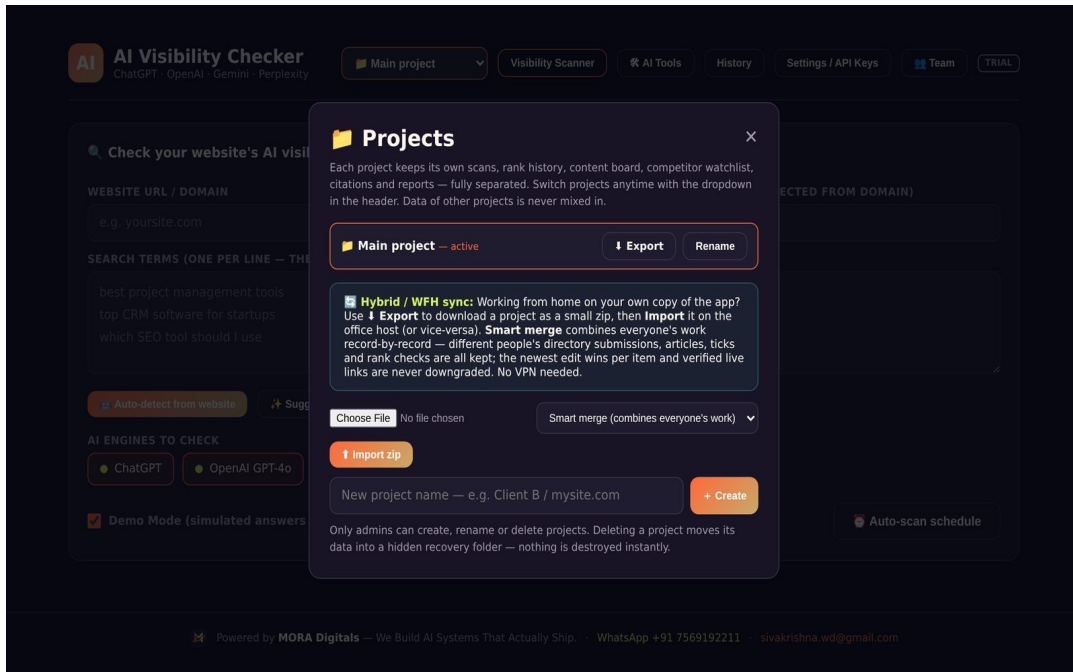
- 70. Click the 📁 project dropdown at the top of the dashboard (next to the logo).
- 71. Choose "⚙️ Manage projects...", type a name (e.g. "Client B" or "mysite.com") and press + Create — the new project becomes active immediately.
- 72. Run any tool as usual. Every result is saved inside the active project only.
- 73. Switch projects anytime with the dropdown — the page reloads showing that project's data.
- 74. In team mode, only admins can create, rename or delete projects, and two teammates can work in different projects at the same time.

What is separated vs shared. Separated per project: scans + history, rank tracking, site/SEO audits, backlinks snapshots, Content QC checklists, content board, citations pipeline, competitor watch, reminders, master reports — and each project's own Google connections (GA4 Property ID and Search Console property). Shared across projects: API keys (Settings) and team accounts — add them once, use them everywhere.

Demo Mode: Works identically inside every project — nothing extra to configure.

API / Live Mode: No new keys needed — the same keys serve all projects. For Google data, add your one service-account email as a Viewer in each client's GA4 and Search Console, then type that client's property once inside their project. GrowKitt remembers it per project, so switching projects automatically switches whose Google data you see.

Tip: Deleting a project moves its data to a recovery folder inside reports/ — nothing is destroyed instantly. The one-click backup includes every project.



The Manage Projects window — create, open, rename or delete projects; the active one is highlighted.

8. New in version 3.3 — automation, clients and proof

Version 5.0 keeps the same theme: less manual work, more client-ready output. Everything below works in both Demo Mode and API Mode unless noted.

8.1 Scheduled auto-scans (with email delivery)

What it does. Runs your visibility scans automatically on a repeating timetable — daily, weekly, every two weeks or monthly — and can email the finished PDF report to you or directly to your client. If the computer was switched off when a run was due, the missed run fires the next time you open the app.

How to use it

75. On the Visibility Scanner, click the "🕒 Auto-scan schedule" button next to Run Scan.
76. Enter the website, brand and search terms (up to 15), pick how often to repeat, and optionally an email address for PDF delivery.
77. Click Save schedule. Use "▶ Run now" any time to test it instantly.
78. For email delivery, open Settings → 📧 Email and enter SMTP details. With a free Gmail account: enable 2-step verification, create an App password (myaccount.google.com → Security → App passwords), host smtp.gmail.com, port 587.

Demo Mode: Tick the Demo box on the schedule — runs are free and instant, perfect for testing the timetable and email settings.

API / Live Mode: Untick Demo. Live runs use your saved engine keys; a Solo/Team/Agency license is required as usual.

Tip: A weekly schedule with "email to client" set is a hands-free monthly retainer report machine — the client receives proof of work without you lifting a finger.

8.2 Client share links (read-only report page)

What it does. Turns any finished scan into a private web link your client can open — a clean, branded, read-only report page showing the score, engines, terms, competitors and answer tone. No login, and no access to your app, settings or other clients.

How to use it

79. After a scan, click "🔗 Client share link" in the results actions row.
80. Copy the link shown and send it to your client (WhatsApp, email — anything).
81. Click Revoke link whenever you want to switch it off.

Note: The link works for anyone who can reach the computer running the app — on the same office network, or on the internet if you host the app on a small server.

Agency tier: Your white-label branding (logo, agency name, phone) appears as "Prepared by" on the shared page automatically.

8.3 Answer tone — positive / negative mention analysis

What it does. Being mentioned by an AI engine is only half the story — it matters HOW you are mentioned. Every AI answer is now analysed around your brand mention and labelled Positive, Neutral or Negative. Negative mentions show the exact sentence that caused the label, so you know precisely what to fix.

How to use it

- 82. Run a scan as usual — nothing extra to configure.
- 83. The results header shows tone counts (😊 positive / 😐 neutral / 😞 negative).
- 84. Click any search term to see the tone pill per engine; negative results display the offending sentence underneath.
- 85. The PDF report gains a "Tone" column in the detailed table plus a tone summary line.

Demo Mode: Demo answers include a realistic mix of positive, neutral and negative mentions so you can see the feature working.

Tip: A negative mention (e.g. "often described as expensive") usually traces back to review sites the AI reads. Fix the source pages, rescan, and use the Before/After report to prove the turnaround.

8.4 Before / After progress report (PDF)

What it does. Compares your two most recent scans of the same website and shows exactly what changed: overall score delta, per-term UP/DOWN movement, per-engine changes and best-position shifts (e.g. #6 → #3). One click exports a client-ready progress PDF.

How to use it

- 86. Open any scan result and click " Before / After".
- 87. The comparison table appears instantly if at least two scans of that website exist.
- 88. Click "Download Before/After PDF" for the client-ready document.

Tip: This is your single strongest sales weapon for retainers: scan before you start work, scan after a month, send the PDF. Green numbers close renewals.

8.5 llms.txt generator — whole-website coverage

What it does. The llms.txt generator now reads your ENTIRE website by default (up to 10,000 pages, crawled in parallel) instead of the first 30 pages, so the file it produces describes everything you offer.

How to use it

89. Open the llms.txt tool, enter your website and keep "🌐 WHOLE WEBSITE" selected (the default).
90. Large sites take a few minutes — that is the tool genuinely reading every page.
91. Upload the generated file to your website root as `https://yoursite.com/llms.txt`.

Note: Options for 30 / 100 / 500 pages remain available when you only need a quick draft.

Appendix A — New tools in v4.2

Version 5.0 takes GrowKitt to 34 tools. Here is what each one does and how to use it.

Schema.org Generator & Checker (AI Tools → Schema.org Generator)

What it does. Checks the JSON-LD structured data already on any page — scores it, lists what is valid and flags required fields that are missing. Then generates ready-to-paste schema for 13 types: Organization, LocalBusiness, Product, FAQPage, Article, Service, Event, HowTo, Breadcrumb, Review, WebSite, Video and SoftwareApplication.

How to use it. 1) Paste a URL and click Check to see what is already there. 2) Pick a schema type, fill the short form, click Generate. 3) Copy the script tag and paste it before the closing </head> tag on your page.

Available in trial and all plans.

Website Fix-It (AI Tools → Website Fix-It)

What it does. Crawls your site and, for every problem found, WRITES the fix using your own page content: ready titles, meta descriptions, canonical tags, OpenGraph blocks and full JSON-LD schema per page. FAQ pages get FAQPage schema built from their own questions; the homepage gets Organization; articles get BlogPosting. Site-wide, it also writes your robots.txt and llms.txt if they are missing.

How to use it. 1) Enter your domain and a page limit, click Run. 2) Open the worst pages first (sorted for you). 3) Every fix has a Copy button — paste each one into your page or hand the list to your developer.

Page limit follows your plan (trial: 20 pages).

Internal Link Optimizer (AI Tools → Internal Link Optimizer)

What it does. Maps every internal link on your site and sorts pages into orphan (no links pointing in — invisible to crawlers and AI), weak (1-2 links) and healthy. For each orphan or weak page it suggests up to three existing pages that should link there, matched by content overlap, with ready anchor text. Also shows your power pages — the most linked pages whose authority you can pass on.

How to use it. 1) Enter your domain, click Run. 2) Start with the orphans: add the suggested links from the suggested source pages. 3) Re-run after publishing to confirm nothing is stranded.

Page limit follows your plan.

How the three work together

Run Bulk Site Audit to see the damage, Website Fix-It to get every fix written for you, then Internal Link Optimizer to make sure no page is left stranded. Re-run the Visibility Scanner two weeks later and watch the score move. That is the whole loop — find, fix, verify — inside one app.

Appendix B — New in v5.x (34 tools)

Everything added since Appendix A, in the order you will meet it in the app.

Total Website Audit (AI Tools → Total Website Audit)

One combined score from three pillars — classic SEO, AEO/GEO answer-engine readiness, and your latest saved AI-visibility scan — with every issue listed in severity order.

- Site-wide only: Quick (homepage + 14 key pages), 50 pages, 100 pages, or  FULL WEBSITE — up to 10,000 pages on paid plans.
- Pages are checked 6 at a time, with a live progress line, so even a 500-page site finishes in a few minutes.
- When to use which audit: Total = combined executive overview · SEO Audit = deep dive on ONE page · Bulk Site Audit = per-page AI-readiness table + PDF · Website Fix-It = writes the actual fixes.

AI Content Writer (sidebar → AI Content Writer)

A full AEO-structured draft in about 60 seconds, written with your own FREE Gemini key. Five content types, each with its own prompt: blog post, service page, product page, guest post, and Web 2.0 article.

- Direct answer first, question headings, FAQ block, local examples for your city.
- Where the writer does not know a real number it leaves [ADD YOUR NUMBER] markers instead of inventing one.
- Every draft is scored instantly by Content QC — personalise the markers, re-check, then publish.

AI Image Studio (sidebar → AI Image Studio)

A 3-step design agent: it plans an art-director prompt from your brief, creates the image with your free Gemini key, and writes the caption + hashtags (English / Telugu / Hindi).

- 1-3 design variants per run; four sizes: post, story/status, cover, GBP.
- Optional headline overlay is drawn on your computer by GrowKitt itself — so the text is never misspelled, whatever the AI drew.
- Festival presets (Diwali, Sankranti/Pongal, Ugadi, Eid, Christmas...) for one-click offer posts.
- Share buttons open Instagram/Facebook/LinkedIn/X/WhatsApp with the caption already copied.

Website Fix-It — now whole-site

Leave the pages box blank and Fix-It crawls the entire website (up to 10,000 pages on paid plans), then writes copy-paste-ready fixes for every problem: titles, meta descriptions, canonicals, OpenGraph, per-page JSON-LD schema, robots.txt and llms.txt.

- Every run is a fresh live crawl: after your client applies fixes, re-run it — fixed issues disappear, remaining ones stay listed. A natural before/after workflow.



Invoices & Quotations (sidebar → Invoices)

Client-ready branded PDFs in one minute: auto-numbering (INV-2026-001...), optional GST with correct totals, discounts, quotation validity, status tracking (draft / sent / paid), Indian ₹ formatting. On the Agency tier your white-label logo and name appear automatically. Stored locally — billing data never leaves your machine.



Forgot the admin password?

If Team Mode is on and the admin password is lost, sit at the GrowKitt computer and run RESET-PASSWORD.bat in the GrowKitt folder (Mac/Linux: python3 reset_admin_password.py).

- Pick the admin account and set a new password — or type DISABLE to switch back to no-login mode.
- Reports, settings, license and projects are never touched.
- After a reset, every old login session is signed out automatically.
- Security note: the tool only works on the machine itself — it can never be used remotely. Members do not need it: the admin resets member passwords in the 👥 Team screen.

Appendix C — The Proof & Progress upgrades (September 2026)

Six upgrades that were planned for later in the year shipped early, together, in this build. Here is what each one does and where to find it.

C.1 Score History — show clients the line going up

Every AI-visibility scan you save is now plotted as a progress line, per website. Open AI Tools →  Score History, optionally type a domain to filter, and press Load History. Re-scan weekly or monthly and the chart becomes the single most convincing thing you can show a client: their score climbing month after month. Works with Demo scans too, so you can try it immediately.

C.2 Competitor AI Compare — head-to-head, zero extra cost

AI Tools →  Competitor AI Compare builds a side-by-side table from scans you have already saved: overall score, per-engine scores, how often each site is named, best positions, and a plain-language verdict with the exact levers to close the gap. Scan yourself and a competitor with the Visibility Scanner first (Demo Mode is fine), then compare — it reuses saved results, so it costs no API calls at all.

C.3 Leads CRM — import your existing leads from Excel

In  Leads CRM there is now an  Import button. Save your Excel/Google Sheet as CSV and import it in one click. Headers are flexible — name, phone, email, source, stage, value and notes are recognised in any order — and duplicates (same phone or email) are skipped automatically, so importing twice never creates a mess.

C.4 Scan-to-pay UPI QR on invoices

In  Invoices & Quotations, fill the new "UPI ID for scan-to-pay QR" field (e.g. yourname@okhdfcbank). Every invoice PDF then carries a QR code with the exact amount and invoice number pre-filled. Your client scans it with GPay, PhonePe or Paytm and pays on the spot — no gateway, no commission, no typing mistakes. Leave the field empty for a clean invoice without the QR.

C.5 हिंदी interface (phase 1)

At the top of the AI Tools sidebar there is a  हिंदी button. One click switches all 34 tool names and category headings to Hindi; click again for English. Your choice is remembered on that computer. Great for teams where staff read Hindi

more comfortably — tool screens and results stay in English for now (phase 2 will go deeper).

C.6 Weekly client emails — the set-and-forget workflow

The recommended weekly routine for agencies: open  Auto-scan schedules, set a weekly scan for each client's domain, and fill the "email to" field with the client's address. While GrowKitt is running, it re-scans on schedule and emails the fresh branded PDF report automatically using your own SMTP settings (Settings → API Keys → SMTP). Set it once — every client gets proof of progress in their inbox every week.