



LandKit

THE SETUP GUIDE

# Run LandKit smoothly.

Nine steps to get every dependency connected, every scan running, and every feature earning its keep. Written for existing users.

## WELCOME

# What LandKit does, in one breath.

LandKit watches two things for you:

1. **Google.** Is your site climbing Google rankings or sinking?
2. **AI chatbots.** When someone asks ChatGPT, Claude, Gemini, or Perplexity about your niche — does your brand get named?

It scans your site, figures out what is broken or weak, and gives you a weekly to-do list. That is it.

**BOOKMARK THIS**

Everything in this guide happens inside one page: the **New Dashboard** at [landkit.pro/new-dashboard](https://landkit.pro/new-dashboard). Bookmark that URL. That is home.

## Before you start — the 5-minute checklist

You do not need much. Just these:

- Your **website URL** (e.g. [yoursite.com](#))
- A **Google account** that owns your site in Google Search Console (optional, but doubles LandKit's usefulness)
- A **browser** — Chrome, Safari, Arc, whatever
- 10 minutes** to finish steps 1–6. The rest is automatic.

No servers. No plugins. No API keys.

## 1 Open the New Dashboard

1. Go to <https://landkit.pro/new-dashboard>.
2. If prompted, **Log In** with the same email you signed up with.

### SUCCESS LOOKS LIKE

You are in when you see a left-side sidebar with groups labelled **HOME**, **GROW**, **WRITE**, **INTEL**, **AUDITS**, and **SETTINGS**. That sidebar is everything you will ever need.

## 2 Add your website (first-time users only)

Skip this if you already see a project name at the top of the sidebar. A brand-new account drops you into a 2-step wizard the first time you land on the New Dashboard.

### Screen 1 — URL

1. Type your website URL. Just the domain: **acme.com**. No `https://`, no slashes.
2. Click **Continue**.

**Screen 2 — Business DNA** — covered in the next step. Do not click “Skip” yet.

## 3 Fill in your Business DNA

### IMPORTANT

This is the single most important step. Skipping it is like hiring a marketing agency and refusing to tell them what you sell.

On the wizard’s second screen, or later via **SETTINGS** → **Business DNA**:

1. **Industry** — pick from the dropdown. Choose Other if nothing fits.
2. **Primary Keywords** — up to 5, press Enter after each. Examples: *project management for freelancers*, *AI writing tool for blogs*, *Stripe alternative for SaaS*.
3. **Company Description** — 1–2 sentences. What you do, who it is for.
4. Click **Continue & Scan My Site**.

**TIP**

Why this matters: LandKit's AI uses this context to write every report. Bad inputs = generic noise. Good inputs = reports that actually sound like your business.

**4**

## Wait for the first scan (grab a coffee)

You will see three progress states: **Creating your workspace...** → **Scanning your site...** → **All set! Loading your dashboard...**

The full first scan takes **5 to 10 minutes**. Two things run in parallel:

- **Site Audit** — crawls your site for technical SEO problems (broken links, slow pages, missing meta tags, weak copy)
- **AI Visibility Scan** — asks ChatGPT, Claude, Gemini, and Perplexity about your keywords and checks if your brand gets named

**HEADS UP**

If it is still "Pending" after 15 minutes: refresh the page. A **Force Restart** button appears 3 minutes in — click it. Still stuck? See Troubleshooting at the end.

## 5 Tour your sidebar (the whole product, in 2 minutes)

Six groups. Click each once so you know it exists. Everything in this product is one click from here.

GROUP	ITEM	WHAT IT IS
HOME	Dashboard	Your cockpit. Scores, top-3 tasks, AI-mention summary. The default view every login.
GROW	Action Plan	Your prioritized to-do list. Highest-impact fixes LandKit found this week — work top-down.
WRITE	Content Studio	LandKit drafts blog posts for you, tuned to your keyword gaps.
	12-Week Calendar	Schedule what gets published, when.
	Published	Archive of every article you have shipped.
INTEL	SEO Deep Dive	Nerdy view. Keyword rankings, history, opportunities, competitor positions.
	AI Visibility	The GEO view. Four cards for ChatGPT, Claude, Gemini, Perplexity — how often your brand gets name-dropped.
AUDITS	CRO Reports	Conversion audits. What is costing you signups or sales on each page.
	SEO Reports	Technical SEO audits. What is breaking Google crawling or indexing.
SETTINGS	Connections	Plug in Google Search Console. Do this in Step 6.
	Account	Email, subscription, billing, sign-out button.
	Business DNA	Edit the industry/keywords/description from Step 3 anytime your focus shifts.

## 6 Connect Google Search Console

LandKit works without this. But with it, every report gets sharper — because LandKit now sees your **real** traffic, not just guesses.

1. In the sidebar, open **SETTINGS** → **Connections**.
2. Find the **Google Search Console** card. Click **Connect**.
3. A Google popup appears. Pick the Google account that owns your site.

4. When Google asks “Allow LandKit to view Search Console data?” — click **Allow**.
5. Back in LandKit, pick which Search Console property matches this project.

#### SUCCESS LOOKS LIKE

You are connected when the card turns green and shows **Last synced: just now**.

#### HEADS UP

You must be a **verified owner** of the site in Google Search Console. Just having access is not enough. If you do not own it, ask whoever does to add you as an owner in GSC → Settings → Users and Permissions.

## 7 Work your first Action Plan

This is where LandKit pays for itself.

1. Sidebar → **GROW** → **Action Plan**.
2. You will see a ranked list. The top 3 are the highest-leverage fixes right now.
3. Each item has: **What is wrong** (one sentence), **Why it matters** (traffic or revenue impact), and **How to fix it** (step-by-step, or a copy-paste snippet).
4. Work through them. Mark each **Done** when finished. The list regenerates weekly.

### TIP

Rule of thumb: if a single task takes more than 20 minutes, stop and re-read. LandKit is built for small compoundable wins, not weekend rebuilds.

## 8 Check your AI Visibility

1. Sidebar → **INTEL** → **AI Visibility**.
2. Four cards: **ChatGPT**, **Claude**, **Gemini**, **Perplexity**.
3. Each card shows: mentions this week, change vs last week, and the exact questions that triggered a mention (and the ones that did not).

### What to do:

- **0 mentions** on any AI? That AI has never heard of you. Use **Content Studio** (Step 9) to close the gap.
- **Mentions dropping?** Check the “questions that did not mention you” list — usually a clue about a competitor eating your share.

## 9 Ship your first piece of content

LandKit has a **Content Studio** that writes SEO-optimized articles tuned to your Business DNA and the gaps it found.

1. Sidebar → **WRITE** → **Content Studio**.
2. Suggested article topics appear, ranked by opportunity (traffic × difficulty × AI-mention potential).
3. Pick one. Click **Generate Draft**.
4. Wait ~60 seconds. Review and edit.

5. Click **Export** — copy-paste into your CMS (WordPress, Webflow, Framer) or download Markdown.
6. Schedule it on the **12-Week Calendar** if you want a publishing cadence.

**TIP**

Pace yourself. One article a week is plenty. Quality beats volume — especially for AI visibility, where one well-structured piece can earn citations across all four AIs for months.

## CHECK

## What “running smoothly” looks like.

After a week of use, a healthy account looks like this. If any row is missing a check, go back and finish it — the whole product is built around these inputs.

AREA	WHAT TO CONFIRM	STATUS
<b>HOME</b> → Dashboard	Scores populated (not zero)	✓
<b>INTEL</b> → AI Visibility	4/4 AI cards have real numbers	✓
<b>SETTINGS</b> → Connections	Google Search Console card is green	✓
<b>SETTINGS</b> → Business DNA	Industry + 3–5 keywords + description saved	✓
<b>GROW</b> → Action Plan	First 3 items either done or in progress	✓
<b>WRITE</b> → Content Studio	At least 1 draft created	✓

## Your weekly routine — 5 minutes

Once set up, LandKit is cheap to maintain. Block these three micro-moments into your week.

<b>MON DAY</b>	<b>Focus</b>	Open <b>HOME</b> → <b>Dashboard</b> , then <b>GROW</b> → <b>Action Plan</b> . Do the top 1 task.
<b>WED NES DAY</b>	<b>Visibility</b>	Check <b>INTEL</b> → <b>AI Visibility</b> . Did any AI drop you? Anything new?
<b>FRID AY</b>	<b>Ship</b>	Draft one article in <b>WRITE</b> → <b>Content Studio</b> . Schedule it on the <b>12-Week Calendar</b> .

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**FIX IT**

# Troubleshooting, when stuff breaks.

## “My scan has been stuck on Pending for an hour.”

1. Refresh the page. 2. A **Force Restart** button appears 3 minutes in. Click it. 3. Still stuck? Email support from **SETTINGS** → **Account**.

## “My Dashboard score shows 0 even though the scan finished.”

Known quirk — the score sometimes needs a nudge. Go to **HOME** → **Dashboard**, wait 10 seconds, then refresh. Score populates.

## “I don’t see any AI mentions, even though my brand is well-known.”

Check **SETTINGS** → **Business DNA**. Are your keywords the phrases people actually use? *CRM* beats *customer relationship management*. Then open **GROW** → **Action Plan** — there is usually a task called “Make your site AI-readable” — do that one first.

## “Google Search Console won’t connect.”

You must be a verified owner in GSC, not just a user. Check **GSC** → **Settings** → **Ownership**. If you just verified, wait 10 minutes and retry. Still no? Disconnect from **SETTINGS** → **Connections** and reconnect from scratch.

## “I got logged out and can’t log back in.”

Clear site cookies for landkit.pro. Use the same email you signed up with. If still stuck, the **Forgot password** link is on the login page — check spam for the reset email.

## “I want to cancel or pause.”

Go to **SETTINGS** → **Account** → **Subscription** → **Cancel**. You keep access through the end of the billing period. No hoops, no exit survey.

## “Where’s the sign-out button?”

Bottom of the sidebar. **Sign Out**. Click once.

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**FAQ**

# Fast answers.

## How often does LandKit scan my site?

Once a week by default. You can trigger an extra scan from **HOME** → **Dashboard (Rescan now)**. Premium plans scan daily.

## Will LandKit make changes to my website?

Never. It is read-only. It tells you what to fix; you do the fixing. That is by design.

## Does it work for e-commerce, SaaS, local businesses, blogs?

Yes to all four. **SETTINGS** → **Business DNA** is what tunes every report to your business type.

## My site is behind a password or still on staging. Will it scan?

No. LandKit only scans publicly reachable sites. Ship it first, then scan.

## Can I share reports with my team or clients?

Yes. On **AUDITS** → **SEO Reports** or **AUDITS** → **CRO Reports**, click **Share** — generates a public read-only link. No login required on their end.

## How do I add a second website?

Click the project dropdown at the top of the sidebar, then **+ Add New Project**. Runs the same 2-step wizard from Step 2.

## How do I talk to a human?

**SETTINGS** → **Account** has your support email. For bugs and feature requests, the in-product support form works too.

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**THE RULE**

# **If you remember one thing. Fill in Business DNA properly, and work one Action Plan item per week.**

That beats any amount of dashboard-staring. LandKit is an assistant, not a scoreboard.  
Good inputs + small weekly wins = rankings that compound.

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**Happy ranking. Get cited.**

— The LandKit team