CHROME EXTENSION · USER GUIDE

Canlah GEO · User guide

When buyers ask ChatGPT and Google AI Overviews about your category, this extension asks the same questions for you and shows whether the answer names you, where it ranks you, who else it recommends and which websites it cites. This guide covers what it does, how to install and set it up, and how to read the results.

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01 What it does for you

More and more buyers skip the search results and ask AI directly, for example “Which kids coding school in Singapore is best?”. The answer usually names only a handful of businesses. If you're not among them, that buyer may never hear of you.

The extension asks these questions for you on a schedule, keeps AI's exact words, and turns them into a few readings you can act on:

- Are you in the answer: whether AI names your brand, and in what position.
- Who AI recommends: which competitors appear in the same answer, and who is named most.
- Which sources AI cites: the websites the answer cites, and whether your own site is one of them.
- What to do next: suggestions drawn from the readings, such as getting onto the sites AI cites most, or writing a page on your site for a question where you're never mentioned.

It is a measuring tool. It does not change what AI says and does not promise a ranking. The readings show where you stand; improving them takes work on your website and outside sources (or our GEO service).

02 Before you start

- Chrome on a computer. The extension can't be installed on a phone.
- A Google account to sign in with. Your brand, questions and results stay with the account, even if you change computers.
- Recommended: sign in to ChatGPT in this Chrome. If you're signed in, the extension asks with your account in a temporary chat with personalisation off; if not, you see the answers a signed-out visitor gets.
- While monitoring runs, Chrome needs to be open and your computer awake.

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03 Install

01 Open the store page

On the extension page, click “Install from the Chrome Web Store”, then “Add to Chrome” and “Add extension”. New versions install themselves.

02 Pin it

Click the puzzle-piece icon at the top right of Chrome and pin the Canlah extension, so its popup is one click away.

03 Open the setup steps

The setup steps usually open by themselves once it's installed. If not, click the extension's icon in the toolbar.

If you can't use the Chrome Web Store, download the package from the extension page and install it by hand (the steps are in its Install section). A hand-installed

extension doesn't update itself; download the new version and copy it over the old folder.

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04 The four setup steps

01 Sign in

Click “Sign in with Google”. Chrome first asks whether the extension may connect to Canlah's servers (api.canlah.ai and geo-api.canlah.ai) and to regional Google search sites; click Allow, then pick your account in the Google window. That's all: no access code is needed. If you came from a friend's invite link, the invite applies when you sign in; if a friend sent you an invite code, enter it under “Friend's invite code (optional)” below the Google button before you sign in, and it applies when you sign in.

02 Your business

Enter your business name, website (required), other names AI might use (a short name or an English name), your industry and where you do business, then a few competitors (3 to 5 is best; you can leave this empty). Add a competitor's website after its name, separated by a space, for example “ABC Coding abccoding.sg”, and the dashboard also counts how often AI cites that site.

03 How customers ask

AI reads your website and writes questions customers ask for your industry and location (usually 10–30 seconds). For a tech company they cover vendor selection, comparisons, pricing, integration and compliance; for a local business, concrete situations and concerns. Tick the ones buyers are most likely to ask, use “Show different ones” to have AI write a new set (ticked ones stay), or “Write your own”. These are your intentions (see the next section). Pick at least 5; 10 is best; 20 at most.

04 Start

Read the four key points, open the full notice (what is collected, who can see it, how to delete it), tick the consent box, then click “Start the first round”.

The first round: right after you agree, the extension runs one full round, the same as “Run one now” in the popup: each intention and each of its variants is asked once on ChatGPT and Google, so you have your first readings the same day. If the variants are still being written, it says so and starts by itself once they're ready; no need to press again. Keep using your computer; the progress shows on the page.

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05 Writing good intentions

An intention is one thing a buyer wants to ask AI, one per line, for example “best kids coding school in Singapore” or “how much do coding classes for an 8-year-old cost”.

Buyers phrase the same thing in many ways, so each intention automatically gets 5 query variants (different ways of asking the same thing). Monitoring asks the intention itself first, then every variant, so a reading covers the intention rather than one lucky wording. Variants are written in the intention's own language: a Chinese intention gets Chinese variants, an English one gets English variants.

How to write them

- Write them the way a buyer asks before they know you, without your business name. The point is whether AI recommends you unprompted; the extension warns you if a question contains your name.
- Be specific: add the place, who it's for and the situation. “Late-night gyms in Singapore for office workers” measures better than “gyms”.
- Avoid abbreviations AI can't place. For a question like “How much does GEO cost in Singapore?”, AI often asks back which GEO you mean, and the reading tells you nothing.

- Cover the stages of buying: comparing (which is best), price (how much), reputation (reviews) and specific needs (weekend classes).

Managing intentions in Settings

- Add, edit and remove intentions under “Your questions” in Settings. Changes save automatically and the next run uses them; readings already collected don't change. Up to 20; once you have 20, “Add” turns grey.
- Click the arrow on a row to see its 5 variants. You can edit or remove each one, and add more while there are fewer than 5; variants you edit are never overwritten. Press “Try again” for a fresh set.
- “Write intentions from my website” reads your site and suggests intentions close to your business; click “+” to add them.
- An intention doesn't run until its variants are ready. The reason is shown under “Your questions”, and the extension retries in the background.

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06 How monitoring runs

What it asks

- ChatGPT (your account): if this Chrome is signed in to ChatGPT, the extension asks with your account in a temporary chat with personalisation off, so your chat history and memory aren't used. Readings count under “ChatGPT Free” or “ChatGPT Plus/Pro”, depending on your plan.
- ChatGPT logged out: the extension asks again as a signed-out visitor in its own incognito window, without signing you out. First allow the extension in incognito: the popup or Settings will prompt you; click “Turn it on” and switch on “Allow in Incognito” on the page that opens. These runs are counted separately, don't use your daily limit, and are capped at 120 a day. If this Chrome isn't signed in to ChatGPT at all, the ChatGPT runs are already signed-out answers, so this extra pass is skipped.
- Google: asks in Google Search and reads the AI Overview and its citations. No sign-in needed.

When it runs

- Automatically: 2 minutes after you stop using this Chrome (you switch to another app or step away). When you come back to Chrome, a round already under way finishes, and the next one waits until you leave Chrome again. Automatic rounds are at least an hour apart.
- By hand: click “Run one now” in the popup.
- What one round asks: all intentions together. Each intention is asked 6 times on each route (the intention itself plus its 5 variants), one after another on the same page.
- Where it opens: by default each route gets its own minimised window that stays out of your way. You can switch to background tabs in the current window under “Monitoring switch and pace” in Settings.
- It won't take over your windows: signed-out ChatGPT runs (including the “ChatGPT logged out” incognito window) must briefly be on screen to send a question. The extension brings its own window to the front for a few seconds only while you're away from the computer, then puts it back and returns focus to your window. While you're using the computer it leaves your windows alone; those questions aren't counted as failures and go first in the next round.

How much it runs

- By default, at most 240 runs a day across all intentions and engines (the “ChatGPT logged out” route is counted separately). That's about two rounds for 10 intentions.
- Change it under “Monitoring switch and pace” → “Most runs per day” in Settings. The service also sets a daily limit per engine, shown in the same place.
- When the day's runs are used up, the popup shows “Done for today” and monitoring resumes after midnight.

Pausing and stopping

- “Stop this round”, in the popup or the notification, stops the round that's running; whatever wasn't asked goes first in the next round.

- “Pause” and “Resume” are at the bottom of the popup. While paused, nothing runs automatically.
- Withdraw consent: “Withdraw consent” under “Monitoring switch and pace” in Settings stops monitoring at once.
- If you start working in a page the extension opened, that page is left to you.

Keeping it running smoothly

- Keep Chrome open and your computer awake.
- Sign in to ChatGPT in this Chrome. When you're not signed in, ChatGPT is skipped while the screen is locked or Chrome is minimised.
- If a human check appears, handle it once as the popup explains (see Common questions).

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07 Reading the results

The popup

Click the extension's icon to open the popup. It shows how many times “This week AI recommended you”, how many questions were asked and how that compares with last week, who AI recommends most, and the latest answer; the bottom line says when the next run is. “See what AI said” opens the dashboard. “Details” holds the finer status and statistics.

Local check: on a ChatGPT or Google results page you opened yourself, click “Check the current page” under “Details”. The extension reads that page on this computer only and tells you whether you're named, in what position, and whether your site is cited. Nothing is sent.

The dashboard

Two filters at the top: “Which AI” (all, ChatGPT Free, ChatGPT Plus/Pro, ChatGPT logged out, ChatGPT plan unknown, Google) and “Dates” (last 7 days, last 30 days, custom). Below them:

- This week: how many times AI recommended you, how many questions were asked, how often you were named first, and the last four weeks.
- Mentions and citations: one row for you and one for each competitor. Mention rate = answers whose text names the brand ÷ answers. Citation rate = answers whose source links include its website ÷ answers whose sources have readable domains.
- Who AI recommends most: brands ranked by how often answers name them.
- What AI said: the latest answer to each question, marked with whether it recommends you and in what position. “Read the full answer” shows the full text and the sites it cites.
- Where AI learns about your trade: the websites cited most, and whether the answers citing them mention you.
- Next: get AI to recommend you more: what to work on, based on the readings.

When percentages appear: every answer is there to read as soon as it's collected. Until there are 10 answers you see counts only, because a percentage from so few answers is noise.

What “ChatGPT plan unknown” means: attempts that got no answer, and answers where the ChatGPT plan couldn't be read, are kept in their own group rather than guessed.

Exporting

“Export all records for this account”, at the bottom of the dashboard, covers every device on the account: each answer (question, intention, full text, citations, model, account type, whether you and your competitors were mentioned, position, whether your site was cited), each attempt and your activity. Filter by dates and engine, then download a spreadsheet (CSV) or the full data (JSON). It works even after your trial ends.

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08 Account, trial and invites

- Trial: 7 days from the day you first sign in. After that, subscribe on the “Account & subscription” page to keep monitoring; manage the subscription or cancel renewal on the same page.
- Notifications & tasks: open it from the popup or Settings. For an auto task, click “Claim (runs automatically)”: the extension asks a few questions for you and adds trial days when they're answered (it uses part of your daily runs). For a manual task, do what it says and submit a note; trial days are added once it's approved.
- Invite friends: your invite code and link are at the bottom of the dashboard. When a friend uses your invite link or code within 7 days of signing up, you each get 7 more trial days, however many friends you invite.
- New computer: install the extension and sign in with the same Google account. Your brand, questions and results are still there.
- Interface language: choose 中文 or English under “Interface language” in Settings. It changes the words you see, not what is measured or how.

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09 Your data

- The extension reads the answers shown in its monitoring pages and sends the questions it asked (the ones you wrote, plus any task questions you chose to take on), AI's full answers and citations, your IP address and your actions in the extension to Canlah's servers, to work out your results and troubleshoot. Canlah staff can view them, and every view is logged.
- The IP address explains differences in readings: AI answers vary by location.
- The extension runs only on ChatGPT and Google Search pages and reads only the monitoring pages it opens itself. When you use ChatGPT or Google yourself, it reads and records nothing. It doesn't read your email, orders or store back office, and it can't touch your clipboard.
- We don't sell this data or use it for personalised ads.

- The “Transparency panel” in Settings lists what the extension is running, what it sent and where.
- You can pause, withdraw consent, or email us to delete your data at any time. Uninstalling removes the data on this computer, but doesn't delete the records on our servers or cancel a subscription.

Extension privacy policy

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10 Common questions

The popup says something needs me, or a human check appeared.

ChatGPT or Google sometimes asks for a quick check. That route pauses and the popup says which one. Open that page and complete the check to continue. If it's the “ChatGPT logged out” route, click “Handle it” to open an incognito window, complete the check there, then come back and click the button to resume.

It's installed but never runs.

Check in order: did you agree in step 4 of setup; does the popup say it's paused; are you using Chrome the whole time (it waits until you leave Chrome; click “Run one now” to start straight away); are the query variants still being written; is today's limit used up; has your trial ended; did the computer go to sleep.

The popup says “Done for today”.

Nothing is wrong: today's runs are used up and monitoring resumes after midnight. To run more, raise the daily limit under “Monitoring switch and pace” in Settings.

An intention's query variants weren't written.

That intention waits until they are, and the extension retries in the background. You can also expand the row under “Your questions” in Settings and press “Try again”. The reason is shown on the row.

Why do the extension's answers differ from what I see when I ask?

The extension uses a temporary chat with personalisation off, so your history and memory aren't involved, and AI answers also vary with location, time and wording. That's why each intention is asked in several wordings, many times: what counts is the overall share, not any single answer.

Can I use it without signing in to ChatGPT?

Yes. ChatGPT is then asked as a signed-out visitor and the readings count under “ChatGPT logged out”. While you're not signed in, ChatGPT is skipped when the screen is locked or Chrome is minimised.

A competitor is missing from the dashboard.

Add it under “Your competitors” in Settings, with its website after its name. Rankings already include every brand in your category that answers name; the ones you add are always counted, and get a citation rate too.

Does it touch my ChatGPT account or chat history?

It asks in a temporary chat after confirming personalisation is off, doesn't use your memory and never signs you out. It doesn't read your own conversations.

How do I uninstall it?

Type chrome://extensions into Chrome's address bar, find the Canlah extension and click Remove. To delete the records on our servers, email us.

Questions, data deletion or switching accounts — email us: **admin@canlah.ai**