

Google Ads Proposal

Divyanshi Aviation Services Pvt. Ltd.

Prepared for: Divyanshi Aviation Services Pvt. Ltd., New Delhi · Hyderabad · Bengaluru

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1. Executive summary

Before writing this proposal we studied your website, your catalogue and the way your customers actually search. Three findings shaped everything that follows.

One. Your catalogue is the single strongest paid-search asset we have seen in this category. Your product search page carries **13,363 catalogue lines covering 11,622 unique part numbers**: PS 870 B2 in seven pack lines, 3M AF 163-2K across thirteen lines of grade and roll size, Loctite EA 9330.3 AERO, and **2,943 lines carrying military and OEM specifications** such as MIL-PRF-23377, BMS 5-95, AMS 3276 and TT-P-1757B. Very few distributors in India can describe their range at this resolution.

Two. All of it currently sits behind one URL. Every part is served from a single page, `product-name.php`, filtered by a JavaScript search box. There is no individual page for PS 870 B2, and no page for MIL-PRF-81733. So there is nowhere for a high-intent search to land.

Three. That demand is going overseas. We searched `ps 870 b2` the way a maintenance engineer would. Page one returned SkyGeek, Graco Roberts, Silmid, Aircraft Parts Supply, shop.boeing.com and PPG direct. Not one Indian supplier, while you list the part in seven pack sizes.

Our recommendation: build the landing-page layer first, install proper conversion measurement, and then run Google Ads campaigns targeted at part numbers and specifications rather than generic category terms. Section 4 explains why the generic terms would waste your money.

2. What we verified about your business

Everything below was taken directly from your own website on 7 September 2026.

Company

- Incorporated 29 December 2010 by Late Shri Shukal Gupta; began in aircraft interior and exterior refurbishment
- Entered aviation consumables in 2013
- Hyderabad and Bengaluru offices opened in 2026, alongside the New Delhi head office
- 24×7 AOG desk
- Serving scheduled and non-scheduled operators, MROs, OEMs and flying clubs
- Primary market India, with reach into Bangladesh, Sri Lanka, Nepal, Bhutan and Malaysia
- Group companies: DASPL Ltd (United States), Vandana Aircraft Services Pvt. Ltd., Mohak International

Certification and authorization timeline

Period	Milestone
2010–2011	Established · Import-Export Licence received
2012–2013	Certified ASA (Aviation Suppliers Association) · Avi-Oil India distributorship
2014–2015	Chemetall (25 Mar 2014), SuperCorr & Envirotech authorization
2016–2017	Eurochem authorization (15 Feb 2017)
2018–2019	Certified ISO 9001:2015 and AS9120:2016 · 3M Aerospace authorization
2020–2021	Certified ISO 45001:2018 (20 Feb 2021) and ISO 14001:2015 · Henkel Aerospace authorization
2022–2023	PPG, ZOK (16 Aug 2022), HB Fuller · Sandstrom, Arrow, Star Hentzen authorization

This timeline is, in advertising terms, an asset. AS9120 B certification, ASA membership since 2012–13 and named OEM authorizations are exactly the proof a procurement or quality manager needs before placing a first order with a new supplier. At present none of it appears where a searcher would encounter it.

Catalogue depth, as measured from your live product page

- 13,363 catalogue lines · 11,622 unique part numbers
- 1,192 parts listed in more than one pack size
- 2,943 lines carrying a MIL / AMS / BMS / TT-P / A-A / HMS specification
- Part-family counts: 716 × 3M · 472 × MS-spec · 452 × Loctite · 138 × PR-series · 71 × Ardrex · 62 × NAS · 37 × Mobil · 37 × PS-series · 35 × Semco · 31 × AeroShell · 10 × Socomore

We also checked the pack-size sheet you shared. Every part on it is present in your live catalogue. Since that sheet totals 54 lines against 13,363 live, we have treated it as a filtered extract rather than the full list. Please confirm, as it affects campaign scope.

3. The strategy in one sentence

Your advertising advantage is not that you sell aerospace consumables. It is that you can name 11,622 parts and 2,943 specifications, where most competitors' websites can name a dozen.

Google Ads for a distributor is not a branding exercise. It is a part-number capture mechanism: a person with a specific part number and a job to finish, typing that number into Google. That is the highest-intent buyer in the entire funnel, and reaching them is comparatively inexpensive, because nobody competes for `pr 1422 b2` the way they compete for generic category terms.

You already own the input data.

4. The demand evidence

We validated demand using Google's own autocomplete data for India on 7 September 2026. This confirms that a query is genuinely and actively typed. It does not give search volume or cost per click. Establishing those is the first task in Phase 0, and we will not quote a media budget until we have them.

Part numbers: strong, live demand

Query	Real completions returned
ps 870 b2	cure time · tds · sds · mix ratio · b1/2 · class b/c · price · equivalent
pr 1422	b2 · a2 cure time · sealant · b1/2
pr 1440	b2 · b1/2 · b2 mixing ratio · sealant
loctite ea 9394	aero · tds · qt aero · sds · price · aero price
loctite ea 9309	9309.3na · 9309.3na aero · 9309na aero · sds
3m ec 2216	b/a · b/a gray · datasheet · tds
3m scotchweld	dp8005 · 2216 · dp420 · dp8010
skydrol	ld-4 · hydraulic fluid · specification
aeroshell grease	22 · 7 · 14 · 33 · 6 · grease 33 price
ardrox	1820 · 5502 · 1218 · av8
alodine 1200	tds · sds · price
zok 27	cleaning fluid · msds · tds
ms27183	-5 · -8 · -3 · spec
chemetall ardrex	185l · 9d1b · 6367 · 3140
semco sealant	gun · mixer · spatula

Specifications: a second layer, and every one we tested has demand

Query	Completions
mil-prf-23377	type 1 class c2 · 23377k · epoxy primer
mil-prf-81733	type ii · type iv · sealant
bms 5-95	sealant · specification · cure time
ams 3276	sealant · class b · equivalent
bms 3-11	hydraulic fluid · type iv · specification pdf
mil-prf-121	121g · type ii · type 1
a-a-52081	c-3 · b-3 · c-5
tt-p-1757	1757b · primer · type 1 class c
mil-dtl-53039	53039e · type iv · pdf

Specification searches represent specification-led buying: the engineer knows the standard, not the brand, and will buy from whoever can demonstrate a qualified product. You hold 2,943 such lines. Almost nobody in India is answering these queries today.

Queries with no measurable demand, which we will not build campaigns on

aerospace adhesive india · as9120 distributor india · aog support india · aircraft sealant supplier india · loctite aerospace india · 3m aerospace india · skydrol india · ardrex india · buy ps 870

This is the finding we would most like you to take from this document. The generic phrasings that a conventional agency would sell you, such as "aerospace adhesive supplier India" and "AS9120 distributor India", return **no measurable demand at all**. The demand lives in part numbers, specification designations and brand families. Any proposal built on generic category keywords for this business is guesswork.

Competitive position. For "aviation consumables suppliers in india", page one includes TeamAviation, HNK Aviation, Ascend Aviation India, Silverjet Aeroparts, Global Airparts, Tentacle Aerologistix and RSR Aviation, **and Divyanshi already ranks there**. So this is not a proposal to make you findable. It is a proposal to capture the part- and specification-level searches that nobody is currently serving, and to stop losing them to overseas distributors.

5. What currently blocks paid traffic

Verified against your live site on 7 September 2026.

Check	Finding	Consequence
Google Analytics 4	✓ Installed and working	Baseline analytics exists
Google Tag Manager	✗ No container	Every tag change requires a developer
Google Ads conversion tracking	✗ Not present on any page checked	Campaigns cannot optimise; automated bidding is unusable. This is the largest single blocker.
Call tracking	✗ Phone numbers are plain text	Phone enquiries, your primary B2B channel, are invisible to Google Ads
Live chat / WhatsApp	✗ Neither, on home or contact page	No instant-response route for an AOG enquiry outside office hours
Per-part landing pages	✗ 11,622 parts on one URL	Nothing to send a part-number click to; poor Quality Score and higher cost per click
Enquiry path	Contact form and portal login	The portal login is a barrier for a first-time searcher

Our honest view: Divyanshi should not begin spending on Google Ads this week. Roughly two weeks of measurement and landing-page work should come first. Any agency willing to switch campaigns on before conversion tracking exists is charging you for guesswork.

6. The plan

Phase 0: Measurement and real numbers (Week 1, no media spend)

1. Google Ads account created or audited, and **conversion tracking installed** for form submissions, call clicks, email clicks, WhatsApp clicks, portal registrations.
2. Google Tag Manager deployed, so future changes do not require developer time.

3. GA4 and Search Console linked to Google Ads.
4. **Google Keyword Planner analysis of your top 300 part numbers and top 100 specifications**, giving real search volume and cost per click for India, your export markets, and the United States.
5. We return to you with actual numbers and a media budget we can justify.

Phase 1: Landing pages (Weeks 1–3, in parallel)

Templated, indexable pages generated from the catalogue you already hold:

- `/products/ps-870-b2` : part number, brand, every pack size listed, specification cross-reference, AS9120 B and ASA trust block, request-a-quote form, AOG telephone number and WhatsApp
- `/spec/mil-prf-81733` : specification pages listing every qualified part you carry. This is the highest-differentiation asset in the plan, and no Indian competitor currently offers it
- Beginning with the top 150–300 parts by demand, not all 11,622
- WhatsApp click-to-chat and a site-wide 24×7 AOG banner

These pages serve paid and organic search simultaneously, so the same asset earns twice.

Phase 2: Campaign build (Week 3)

Campaign	What it captures
A. Part numbers (core)	<code>ps 870 b2</code> , <code>pr 1422 b2</code> , <code>loctite ea 9394 aero</code> , <code>3m ec 2216</code> , <code>af 163-2k</code>
B. Specifications	<code>mil-prf-81733 type ii</code> , <code>bms 5-95 sealant</code> , <code>ams 3276 class b</code> , <code>tt-p-1757b primer</code>
C. Brand families	<code>aeroshell grease 33</code> , <code>ardrox 1820</code> , <code>alodine 1200</code> , <code>zok 27</code> , <code>skydrol ld-4</code> , <code>semco sealant gun</code>
D. Distributor intent	<code>aviation consumables suppliers in india</code> , <code>aeroshell distributors in india</code> , <code>socomore india</code>
E. Competitor terms	Small, defensive budget against named competitors
F. Remarketing	The majority who read a specification page and leave. B2B cycles are long, and this is where AS9120 B, ASA membership and the 24×7 AOG desk do their work
G. Performance Max	Held back deliberately until 30+ conversions per month exist

Phase 3: Optimisation (Month 2 onwards)

Monthly search-term analysis, showing which of your 11,622 parts people actually search for, then expansion of landing pages toward the winners, and a move to cost-per-acquisition bidding once conversion volume supports it.

7. Managing wasted spend

Negative keywords applied from day one, drawn from our own research: `permatex` , `oreillys` , `autozone` , `head gasket` , `automotive` , `amazon` , `msds pdf download` , `job` , `salary` , `vacancy` , `free sample` , plus non-target locations.

One decision we would like to take with you. The `tds`, `sds`, `cure time`, `mix ratio` and `equivalent` variants are the most frequent completions on almost every part and specification number, but they represent engineering research, not immediate purchase. There are two options: exclude them for the cleanest cost per enquiry, or capture them behind a "Download TDS" form, building a first-party list of the engineers who *specify* these materials and remarketing to them later.

We recommend the second, run as a separate campaign with its own budget cap, measured on list growth rather than revenue, so that it never distorts the cost per enquiry on your core campaigns. The `equivalent` variants deserve particular attention: someone searching `ams 3276 equivalent` is looking for a cross-reference, and that is a sales conversation.

8. Geography, scheduling and audiences

- **Primary: India**, with bid uplifts on Bengaluru, Hyderabad, Delhi NCR, Nashik, Mumbai, Kanpur, Koraput and Chennai: the aerospace, MRO and defence clusters, and your three offices, two of which opened this year and need pipeline.
- **Secondary test: Bangladesh, Sri Lanka, Nepal, Bhutan and Malaysia**, your stated export markets.
- **A question for the meeting: the United States.** The page-one results for `ps 870 b2` are entirely US and UK distributors, and you have a US arm in DASPL Ltd. If DASPL can fulfil, a US part-number campaign would address the deepest demand pool we found. We have deliberately not costed this, because only you can tell us whether that fulfilment capability is real.
- **Scheduling:** business hours weighted for campaigns A–E, with the AOG campaign running 24×7. That desk is a genuine differentiator and it should be visible at three in the morning.
- **Audiences:** in-market and affinity segments for aviation and manufacturing, customer match against your existing customer list, and remarketing from the site and portal.

Conversion definitions to agree before launch: quote request submitted, call of 60 seconds or more, email click, WhatsApp click, portal registration. Not page views.

9. What we measure

Our primary measure is **cost per qualified quote request**. Beyond that we track quote-to-order conversion, AOG call volume, and two reports we believe you will find valuable independently of advertising:

- **New part discovery:** searches for parts you list but have never actively promoted
- **Lost search terms:** parts and specifications customers are looking for that you do not carry, which is a sourcing input for your buying team

Reporting is a monthly dashboard plus a monthly search-term readout written for your **sales team**, not only for marketing. In this business the search-term report is demand intelligence.

10. Timeline

Week	Deliverable
1	Google Ads account, conversion tracking and Tag Manager live; Keyword Planner analysis of 300 parts and 100 specifications

Week	Deliverable
2	Budget and forecast presented with real volume and cost data; landing-page template approved
2-3	First 150-300 part pages and initial specification pages live; WhatsApp and AOG banner deployed
3	Campaigns A-E built, negative keywords loaded, tracking tested
4	Launch , on a controlled budget
5-8	Search-term analysis, page expansion, remarketing live
9+	Bid strategy review, export and US market tests, Performance Max gate review

11. Investment

Commercial terms, covering setup, monthly management and recommended media budget, will be presented separately and discussed in our meeting, so that they can be matched to the scope you actually want.

We will say one thing about the media budget in advance. **We are not going to quote you an advertising spend before Phase 0 is complete.** Part-number keywords in aerospace are either thin and inexpensive or thin and surprisingly costly, and we will not know which until we run real cost data against your catalogue. Anyone who quotes you a media budget before doing that is quoting a feeling.

Available as separately priced additions: catalogue-to-landing-page automation as a one-time build; a Microsoft Ads mirror, since aviation procurement skews toward desktop and enterprise search; and a LinkedIn account-based layer targeting MRO and OEM procurement and quality roles.

12. What we need from you

1. **Google Ads, Analytics and Search Console access**, or administrative rights to create them. This unlocks the real volume and cost data.
2. **Website and development access.** Landing pages should be generated from your catalogue as a data feed.
3. **Confirmation of the pack-size sheet's scope:** 54 lines against 13,363 live catalogue lines.
4. **Which parts carry margin.** We can rank keywords by demand; only you can rank them by profitability. The core campaign should be built on the intersection of the two.
5. **Stock reality.** Your catalogue lists parts; it does not tell us what ships today. Advertising a part that cannot ship within 48 hours costs both the click and the relationship.
6. **DASPL's fulfilment capability in the United States.** See Section 8.
7. **Your appetite for the export markets**, whether Bangladesh, Sri Lanka, Nepal, Bhutan and Malaysia represent a growth target or occasional orders.

A note on our method

Every figure in this document was gathered directly. Your catalogue was parsed from your live product page, demand was validated against Google's own data, and your site was audited for tracking and conversion readiness. Where we do not have data, we have said so rather than estimating: we have not quoted search volumes, cost per click or a media budget, because those require access we do not yet have.

We would rather begin a relationship by being accurate than by being impressive.

Nex2Link · 7 September 2026