

The people who need your parts are searching. Google is sending them abroad.

For Divyanshi Aviation Services Pvt. Ltd. · New Delhi, Hyderabad, Bengaluru

From Nex2Link · 7 September 2026

We studied your website and your product list before writing this. Here is what we found, in plain terms.

11,622

different parts listed on your website

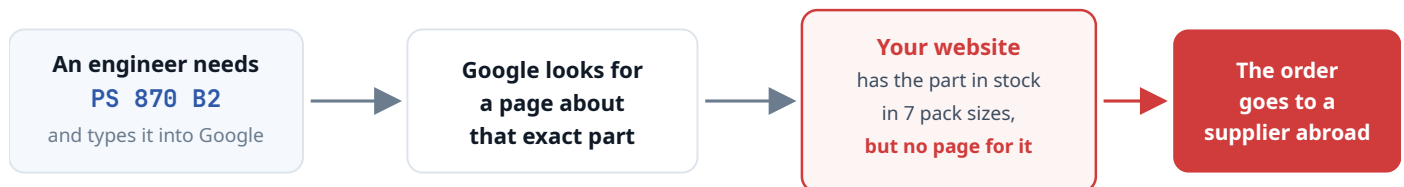
2,943

of them carry a military or aircraft-maker specification

1

web page holds all of them, so none can be found on Google

What happens today when someone needs a part you stock



You are not losing these orders on price, or on service. You are losing them because **there is nothing for Google to show.**

The good news: the hard part is already done. Building a list of 11,622 aerospace parts takes fifteen years. You have it. It simply needs to be put where Google can read it.

We searched for one of your parts, the way a customer would

Search term: **ps 870 b2** · checked 7 September 2026

These are the companies Google puts in front of a buyer. Every one of them is outside India.

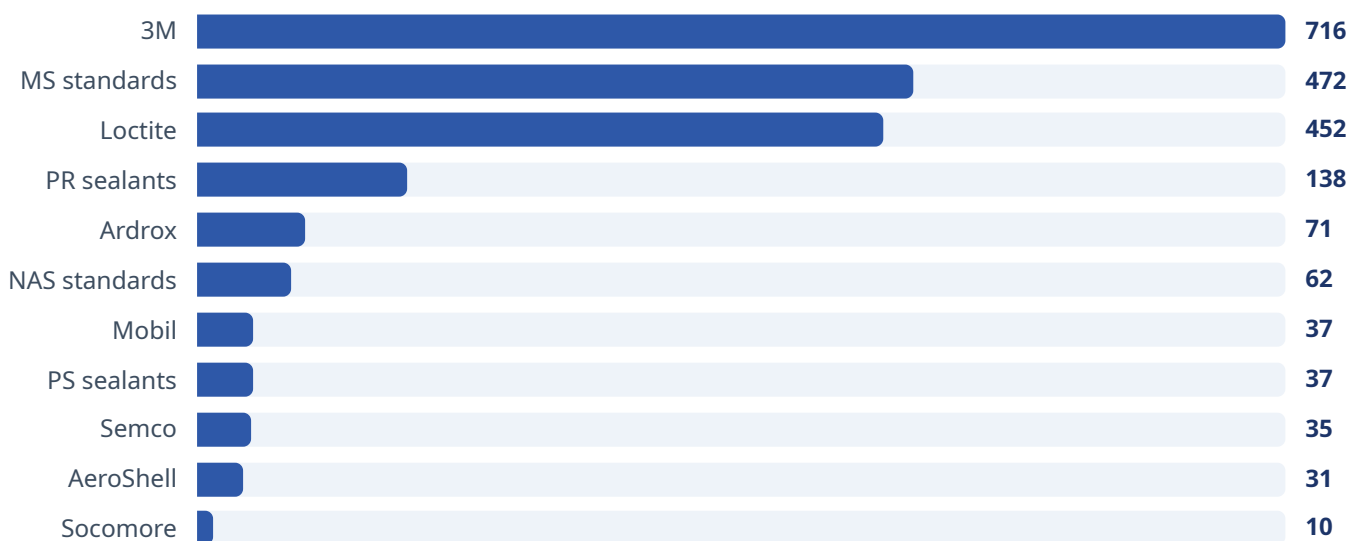
1	SkyGeek	United States
2	Graco Roberts	United States
3	Silmid	United Kingdom
4	Aircraft Parts Supply	United States
5	Boeing (shop.boeing.com)	United States
6	PPG, direct from the maker	United States

Divyanshi Aviation does not appear.

You list PS 870 B2 in seven different pack sizes, from a 55 ml kit to a pint kit. A buyer in Hyderabad or Bengaluru cannot discover that from Google.

This is not one unlucky part

Your product list is deep, and the same gap applies across all of it. Below is what you carry, counted by supplier.



Number of different parts listed on your website, by supplier. A further 9,497 parts sit outside these groups.

The surprise: nobody searches the obvious words

We checked what people genuinely type into Google in India. The results decide where your money should and should not go.

People search these every day

Part numbers and specification codes. Someone typing these has a job to finish and a part to buy.

ps 870 b2

pr 1422 b2

loctite ea 9394

3m ec 2216

aeroshell grease 33

alodine 1200

ardrox 1820

zok 27

mil-prf-81733

bms 5-95

ams 3276

skydrol ld-4

Nobody searches these at all

The general phrases an ordinary agency would sell you. We measured zero demand for every one.

~~aerospace adhesive india~~

~~as9120 distributor india~~

~~aog support india~~

~~aircraft sealant supplier india~~

~~loctite aerospace india~~

~~3m aerospace india~~

~~skydrol india~~

~~ardrox india~~

Buyers do not search for a category. They search for a part.

This single finding shapes the whole plan. Any agency proposing to advertise on "aerospace adhesive supplier India" would be spending your money on a phrase nobody types. We will advertise on the part numbers and specification codes you already stock.

One more thing worth knowing

Many of these searches come with words like **price**, **equivalent** or **data sheet** attached. Someone searching "ams 3276 equivalent" is asking a question your sales team answers every week. Today that conversation happens with somebody else.

What is working, and what is missing

We checked your website the way Google looks at it. Most of this is quick to fix, and it must be fixed before any money is spent on advertising.

What we checked	Today	What it means for you
Visitor tracking	✔ Working	You can already see how many people visit. This is a good starting point.
Counting enquiries	✘ Missing	Nothing records which visitor sent an enquiry. Without it, advertising cannot tell a good day from a bad one. This is the most important fix.
A page for each part	✘ Missing	All 11,622 parts sit on one page. Google has nothing specific to show, and charges more for advertising that points to a page which does not match the search.
Phone call tracking	✘ Missing	Your phone numbers are plain text. Calls are your main way of doing business, and right now not one of them can be traced back to a search.
WhatsApp or chat	✘ Missing	A grounded aircraft at 2am has no quick way to reach you from the website, even though your team is awake and on call.
Enquiry form	✔ Present	It works, though a first-time visitor meets a login page before it.
Your credentials	✘ Hidden	AS9120 B certification, ASA membership since 2012, and approvals from Henkel, 3M and PPG. This is exactly what a buyer checks before a first order, and a searcher never sees it.

Our honest advice: do not start advertising this week. Two weeks of preparation first, then spend. Any agency willing to switch the advertising on before you can count enquiries is charging you for guesswork.

THE PLAN

Four steps, in order

STEP 1 · WEEK 1

Measure

Set up the counting, so every enquiry, call and WhatsApp message can be traced back to the search that caused it. No advertising money is spent yet.

STEP 2 · WEEKS 1-3

Build the pages

Give the parts people actually search for their own page, showing every pack size you stock, your certifications and a quote button. We start with the top 150 to 300.

STEP 3 · WEEK 4

Advertise

Switch on adverts against the exact part numbers and specification codes you stock, with the wrong searches blocked from the first day.

STEP 4 · MONTH 2+

Learn and grow

Every month we see which parts people searched for. Winners get more pages and more budget. That report goes to your sales team, not just to marketing.

Timeline



How we will keep the money honest

- **We block the wrong searches from day one.** Car repair, job seekers and free downloads all use similar words. They will not cost you anything.
- **We measure one number above all others:** what it costs to produce one genuine quote request. Not clicks, not visits.
- **You get two reports your buying team can use:** parts people searched for and you stock, and parts people searched for that you do not carry yet.

What we need from you

We need	Why
Access to your Google accounts	So we can set up the counting and see real search figures. If they do not exist yet, we will create them.
Access to your website	So the part pages can be built from your existing product list rather than typed out again.
Which parts earn you the most	We can tell you what people search for. Only you know what is worth selling. We should advertise where those two overlap.
What actually ships quickly	Advertising a part you cannot send within 48 hours costs you both the enquiry and the customer.
Your pack-size sheet, confirmed	The sheet you shared lists 54 lines. Your website lists 13,363. We have assumed the sheet is a sample.
A decision about the USA	The buyers Google currently shows are mostly American, and you have a US arm in DASPL. If DASPL can supply them, that is the largest opportunity in this document. Only you can tell us.

Cost

Setup and monthly fees will be discussed in our meeting, so they match the scope you actually want.

On the advertising budget itself, we will say one thing in advance: **we will not quote you a figure until Step 1 is finished.** Until we have measured what these searches really cost, any number would be a guess. Anyone who quotes you an advertising budget before doing that work is quoting a feeling.

In one sentence

You have spent fifteen years building a list of 11,622 aerospace parts that customers are already searching for by name. We want to put that list where Google can find it, and then pay only for the people who are looking for exactly what you stock.

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Google Ads Proposal for Divyanshi Aviation Services Pvt. Ltd. · 7 September 2026