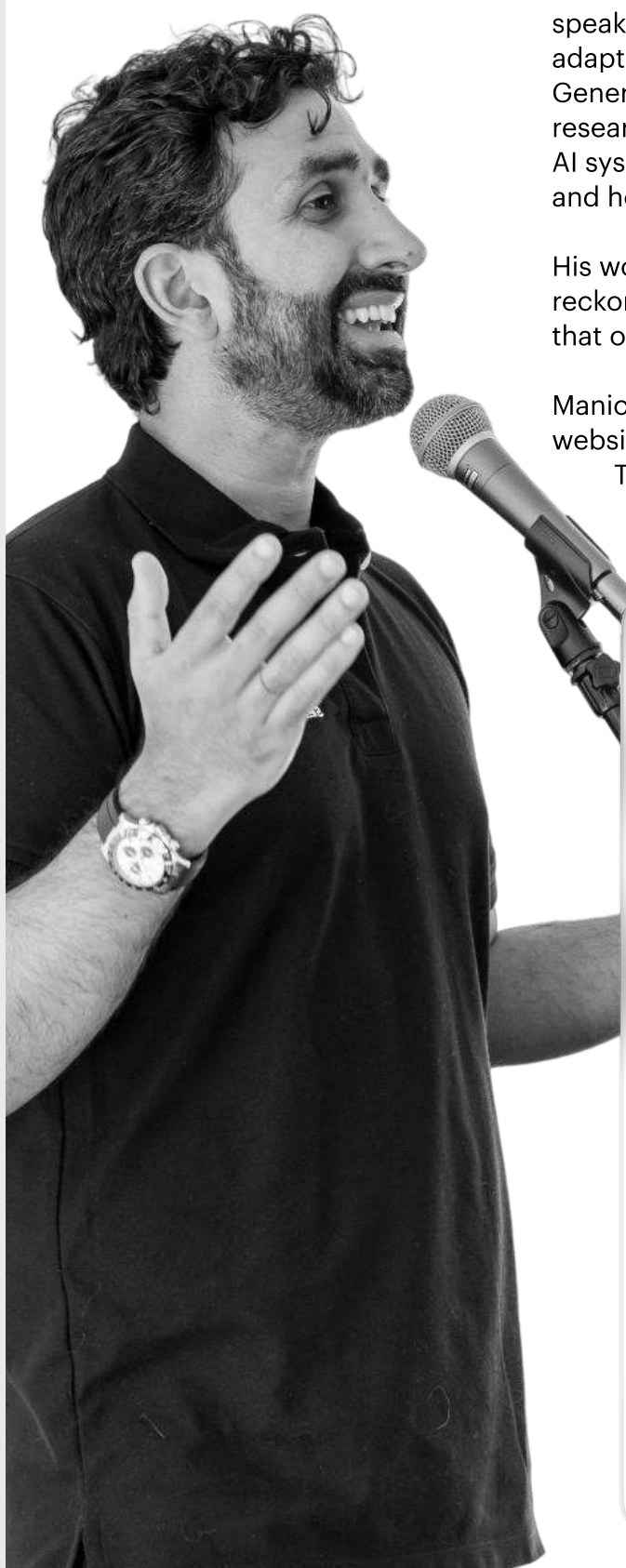




MANICK BHAN

About Manick



Manick Bhan is the Founder, CEO and CTO of Search Atlas, the AI-powered search marketing platform that has become the definitive tool for businesses trying to get found online. With over 7,000 brands and agencies served worldwide, resulting in more than \$30 million in annual recurring revenue in 2025 alone, Search Atlas is helping businesses navigate the shifting world of search marketing.

Manick is one of the few people in the industry who has been speaking about the shift in search and also building solutions to adapt to it. Before most marketers even understood what Generative Engine Optimization meant, Manick had released several research papers reverse-engineering how the world's most powerful AI systems, like ChatGPT, Gemini, and Perplexity, rank businesses and how you can get more visibility on LLMs.

His work has uncovered something the industry is only beginning to reckon with: that AI has changed the way people search, and those that only focus on Google Search will get left behind.

Manick has since published more than 32 research papers on his website, and his work has been cited in publications ranging from The Times and CNET to Search Engine Land and Search Journal. He doesn't just theorize. He tests, measures, and publishes.

Manick isn't just a theorist, he has monthly livestreams where he sits down with business owners to answer questions, give them real insights, and show them the latest findings uncovered by his team - something most leaders say they are too busy to do.

"Most company leaders own or run the company from afar, which I think makes them very disconnected from the problems of their customers. I sit down for a whole week working with business owners, ensuring our software is actually solving their problems and not just billing them a bunch of credits for accidentally using a tool they don't care about." — Manick Bhan

In 2025, Manick recognized the shift to agentic software and how businesses don't just need insights, they need agents to help them turn those insights into action.

He extended this thinking into software, building Atlas Brain, the world's first purpose-built agentic marketing platform. Where most AI tools give you suggestions, Atlas Brain takes action. It connects to your data, understands your business, and deploys complete marketing strategies autonomously.



This has led many business owners to ditch menial, repetitive tasks and focus on strategy - something no other marketing software in the world makes possible.

"Long gone are the days where software just gives you suggestions. Everything is moving toward what I call the 'agentic future of the internet,' where software actually takes action for you." — Manick Bhan

Before Search Atlas, Manick founded LinkGraph, a high-growth digital marketing agency recognized on the Inc. 5000 list of America's fastest-growing companies, and celebrated by Fortune Magazine, the U.S. Search Awards, and others. He built that business with the same conviction that drives everything he does:

that the companies willing to adapt to consumer trends will be the only ones who win.

Manick is not a commentator. He is a builder, a researcher, and a practitioner who has consistently been in the right place at the right time because he was paying attention earlier than anyone else. As a result, he has spoken at SEO IRL, HighLevel Summit, SEO Week, Chiang Mai SEO Conference, and the AI Bot Summit and his AI Marketing Podcast, with over 100,000 subscribers and an average of 45,000 views per episode, has become one of the most trusted voices for marketers trying to make sense of what AI search means for their business.

"Our goal is to get our customers found everywhere people search and to build the best software in the world to help them do it." — Manick Bhan



WHAT TO EXPECT

Manick doesn't hold back! He's not afraid to share his internal research or "secret sauce" because he believes information should be democratized and not vaulted behind paywalls.

He is a thought-provoking and deeply knowledgeable practitioner rooted in the science of how search algorithms and AI systems work. He's also a natural on stage, where he breaks down complex topics and leaves audiences feeling inspired and ready to take action.

Manick is also an engaging podcast host with a reach of 452,203 across his social channels and communities.

"Social sites and search engines have made it harder and harder for businesses to grow in recent times. I'm on the side of the business owner, the marketer, the freelancer trying to scale their side hustle. We're creating software that's democratizing growth."

	4,900 followers		161,700 followers
	43,100 followers		9,235 followers
	21,000 followers		130,000 followers

"The man knows his stuff, and isn't scared of sharing all the details that others have been gatekeeping for years"
— AI Search Summit

"This is the guy AI agencies wish they were"
— Agency Founders Dubai

"THE AI and AI models expert"
— CNET

"Manick Bhan Is Redefining How the Industry Thinks About AI Search"
— Search Engine Journal

"It's not often that a piece of software comes along and disrupts an industry in a way that Search Atlas has" — Terry Cardwell

Manick lives between Miami, San Francisco and Medellin where he runs an animal sanctuary with his wife Sophia, and daughter Ruby.

