HG Insights

Profile Optimization Checklist

HG Customer Voice, powered by TrustRadius

Why optimize your profile on TrustRadius?

Driving reviews on TrustRadius is just one piece of the profile optimization puzzle. Similar to a search engine, TrustRadius' algorithm awards vendors that add a wealth of fresh, relevant content to their product listings. This information helps in-market buyers find your listing, engage with your page, and ultimately accelerates the decisioning process, it's a win for everyone!

By optimizing your profile on TrustRadius, you can expect the following benefits:

- More page views
- Increased intent signals
- More leads
- Qualification for TrustRadius awards, including Top Rated Awards
- More review content for sales and marketing usage
- Better visibility on category rank pages vs. your competitors
- Increased visibility on Google SERPs
- Increased visibility in AI search engines, including ChatGPT, Claude, and Perplexity

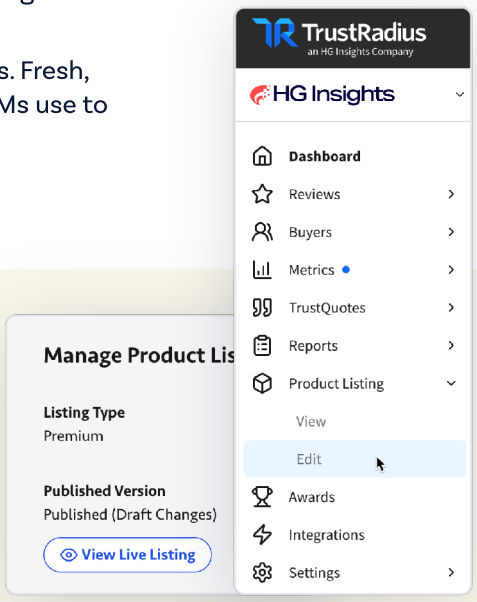
Why fresh review content matters for AI search (GEO)

Buyers don't only search Google anymore. They ask Claude, ChatGPT, and Perplexity to help shortlist vendors, and TrustRadius is one of the sources those AI engines read to answer.

- TrustRadius receives 60M annual crawls from major AI engines, including Claude, ChatGPT, and Perplexity. That makes us an authoritative, third-party content source in B2B AI search.
- TrustRadius answers 30M questions a year inside LLMs through grounding crawls.
- TrustRadius reviews average 4x the length of reviews on competing platforms. AI engines need depth and specificity to cite a source with confidence. Surface-level reviews don't make the cut. Add HG Insights technographic data to your TrustRadius product page, and you get an advantage no other review platform can offer.
- TrustRadius customers get 21x more AI crawls than non-customers. Being listed on the platform isn't the advantage. Being an active customer is.
- Top Rated winners get 31x more AI crawls than non-Top Rated products. Fresh, high-quality review content isn't just good for buyers, it's the signal LLMs use to decide what to surface.

TrustRadius
an HG Insights Company

Have a complete and robust product listing



To optimize your profile on TrustRadius, follow the steps below:

Optimization Checklist

Step 1: Complete your profile

☐	Have a robust product description (500 words +)
☐	Add pricing to your product listing
☐	Add a product demo to your product listing
☐	Add product screenshots to your product listing
☐	Add free trial information to your product listing
☐	Add a product video to your product listing
☐	Add security information to your product listing
☐	Add CTA button that takes buyers to your website or to book a meeting*
☐	Add lead form capture directly from your product profile*

Demand capture options only for TrustRadius customers

PRO TIP:

Make sure your product profile is optimized for SEO/GEO by including relevant information that matches your GTM goals. The more accurate and useful information you provide, the more likely buyers will visit your page and your content will be served in AI search.

How do I update my product listing?

To update your listing, login to the Vendor Portal, click on Product Listing or Company Listing, located on the right side of your screen. Once you have made all your updates/edits, click on Review and Submit.

How did we create this optimization criteria, you might ask?

TrustRadius' optimization criteria wasn't created on a gut feel. Each year, we survey thousands of technology buyers via our global network to better understand their evolving preferences.

In our report, the high-level theme in the survey results was that buyers want more transparency surrounding your product's capabilities, pricing, security information, and a whole lot more.

If you have any questions about this criteria or how you're pacing, please reach out to your customer success manager.