



# **Category Optimization Checklist**

# **TrustRadius Category Rank Optimization Checklist**

# 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

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

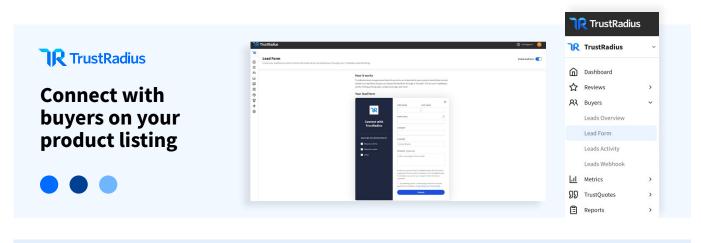
### 🔃 TrustRadius **Optimization Checklist** R TrustRadius **Dashboard TR** TrustRadius 83 Buyers TrustRadius Have a complete and **SS** TrustQuotes **Manage Product Listing** Reports robust product listing Product Listing Edit Awards 4 Integrations 🗞 Settings



Step 1: Complete your profile	
<	Have a robust product description (500 words +)
<b>&lt;</b>	Add pricing to your product listing
<b>&lt;</b>	Add a product demo to your product listing
<b>&lt;</b>	Add product screenshots to your product listing
<b>&lt;</b>	Add free trial information to your product listing
<b>&gt;</b>	Add a product video to your product listing
<b>✓</b>	Add security information to your product listing

### How do I update my product listing?

To update your listing, <u>login</u> 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.

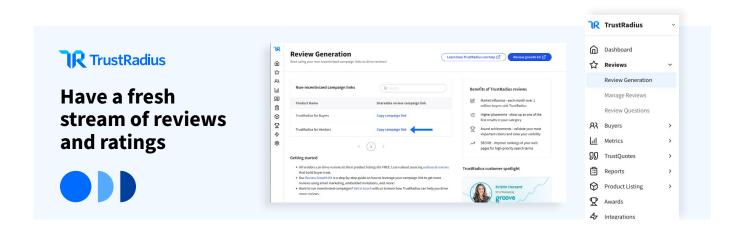


# Step 2: Turn on lead gen capabilities Add CTA button that takes buyers to your website or to book a meeting\* Add lead form capture directly from your product profile\*

How do I add a lead gen form or contact CTA? Read here.



<sup>\*</sup>Demand capture options only for TrustRadius customers



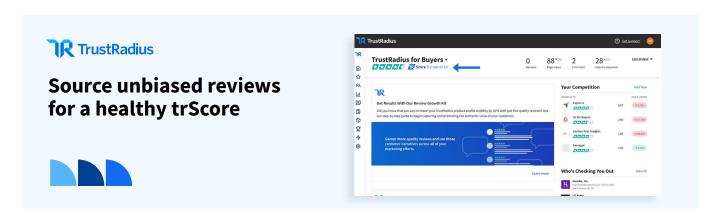
### Step 3: Drive unbiased, fresh review content



Have TrustRadius source reviews for you (reviews-as-a-service). Including list management, incentive delivery, event review sourcing support, review refreshes (and more!)\*

### Where do I find my custom review link? Click here.

Review generation service is for TrustRadius customers only. If you are a customer and want to launch a campaign talk to your CSM.

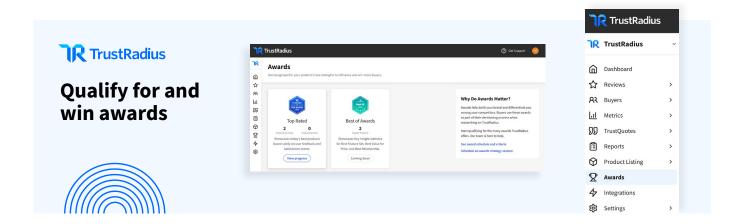


# Step 4: Ensure you have a healthy trScore ✓ Do not cherry pick your reviews—source an unbiased sample size ✓ Submit a Trusted Analysis

### What's a Trusted Analysis?

As a TrustRadius customer, you can request an audit from our research team that evaluates how your reviews were sourced, if they are truly unbiased, and overall impact on your trScore.





### **Step 5: Qualify for TrustRadius Awards**



Qualify for Top Rated Awards

### How do I qualify for awards?

Learn about awards qualification criteria, dates, and more, on our awards calendar.

# 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.

