

Category Optimization Checklist

TrustRadius Category Rank Optimization Checklist

Why optimize your profile on TrustRadius?

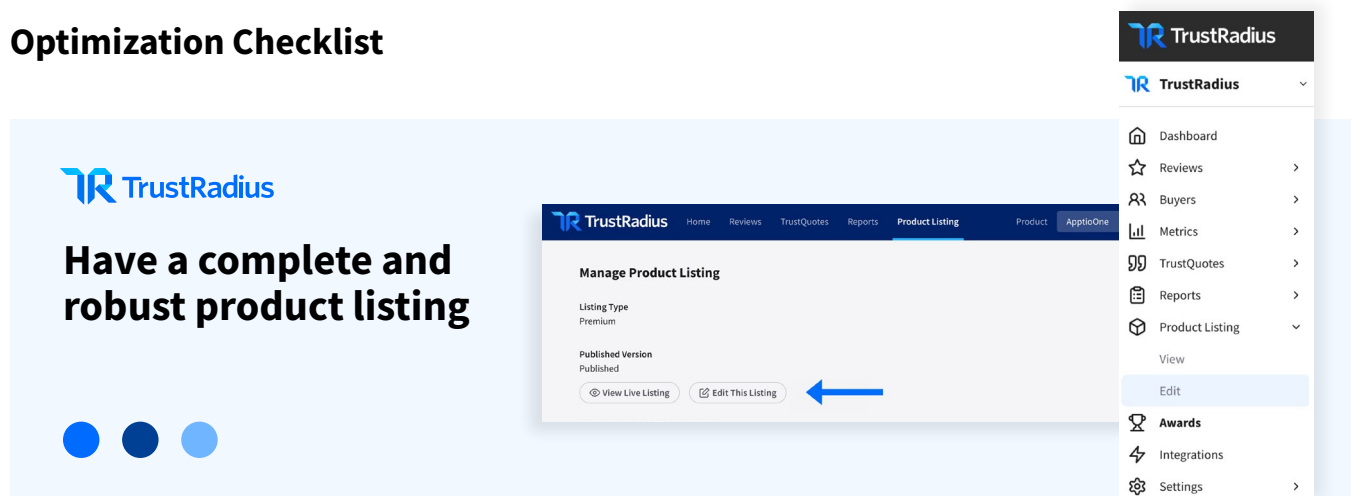
Driving reviews on TrustRadius is just one piece of the profile optimization puzzle. Similar to a search engine, TrustRadius' algorithm awards vendors that add a wealth of fresh, relevant content to their product listings. This information helps in-market buyers find your listing, engage with your page, 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:

Optimization Checklist




The screenshot shows the TrustRadius interface. On the left, a banner reads "Have a complete and robust product listing" with the TrustRadius logo. The main content area is titled "Manage Product Listing" and shows "Listing Type: Premium" and "Published Version: Published". Below this are two buttons: "View Live Listing" and "Edit This Listing". A blue arrow points to the "Edit This Listing" button. On the right, a sidebar menu is visible with options: Dashboard, Reviews, Buyers, Metrics, TrustQuotes, Reports, Product Listing (selected), View, Edit, Awards, Integrations, and Settings.

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

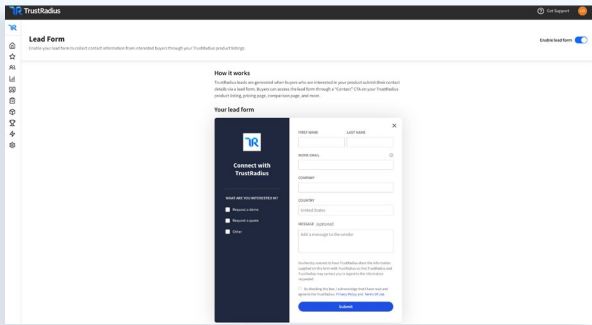
How do I update my product listing?

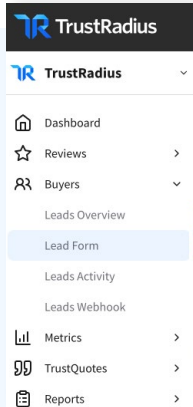
To update your listing, [login](#) to the Vendor Portal, click on Product Listing or Company Listing, located on the right side of your screen. Once you have made all your updates/edits, click on Review and Submit.



Connect with buyers on your product listing

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Step 2: Turn on lead gen capabilities

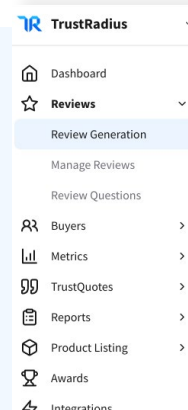
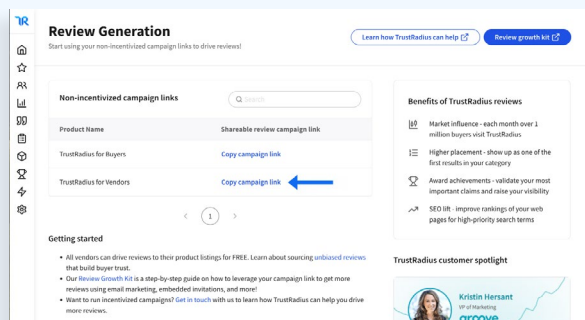
✓	Add CTA button that takes buyers to your website or to book a meeting*
✓	Add lead form capture directly from your product profile*

**Demand capture options only for TrustRadius customers*

How do I add a lead gen form or contact CTA? [Read here.](#)



Have a fresh stream of reviews and ratings



Step 3: Drive unbiased, fresh review content

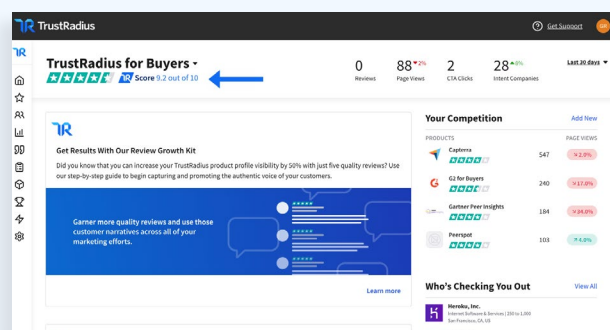
✓	Source reviews on your own with your custom review link
✓	Have TrustRadius source reviews for you (reviews-as-a-service). Including list management, incentive delivery, event review sourcing support, review refreshes (and more!)*

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.



Source unbiased reviews for a healthy trScore



Step 4: Ensure you have a healthy trScore

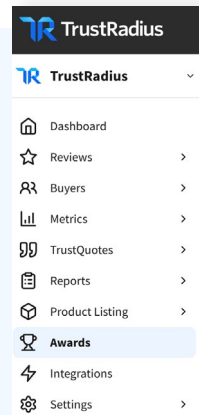
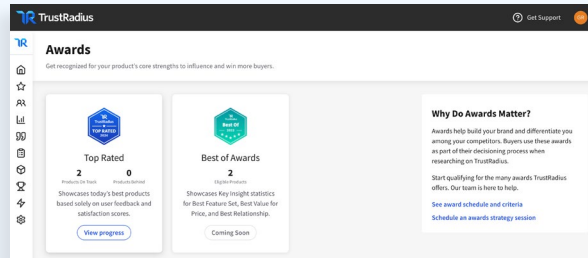
✓	Do not cherry pick your reviews—source an unbiased sample size
✓	Submit a Trusted Analysis

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.



Qualify for and win awards



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.