

The AI Recommendation Checklist

How to get your B2B SaaS brand recommended by ChatGPT, Claude, Gemini, AI Overviews and Perplexity.

22 actions across 5 pillars · topickz.com

1 · FOUNDATION — BE FINDABLE AND VERIFIABLE

- Claim and complete your **G2 and Capterra** profiles, kept current
- Get listed in independent "**best of**" **editorial lists** in your category
- Use **one consistent name and one-line positioning** everywhere
- Build a clear **entity footprint** (Google Knowledge Panel, consistent profiles)
- Add **Organization and Product schema** markup to your site

2 · CONTENT — BE CITABLE

- Publish **original data** (3+ unique points: a survey, benchmark or internal test)
- Answer key buyer questions in **self-contained 2 to 4 sentence passages**
- Refresh important pages within 90 days** and show a visible date
- Publish **transparent pricing** instead of "contact sales"
- Back every claim with a number or a source**, no unsubstantiated hype

3 · CONSENSUS — BE TALKED ABOUT

- Earn mentions in the **real communities and subreddits** for your category
- Get covered by **YouTube reviewers and established publications**
- Encourage **third-party comparison and review content**
- Build **topical authority** with a cluster of pages on one subject

4 · PER-ENGINE TUNING

- ChatGPT:** community consensus plus clean comparison pages
- Claude:** verifiable, documented claims
- Gemini:** Google E-E-A-T, entity clarity and schema
- AI Overviews:** original data, freshness and extractable structure
- Perplexity:** fresh, dated pages that answer the query directly

5 · MEASURE AND ITERATE

- Prompt each AI engine monthly** and record who it recommends
- Track **referral traffic and citations** from AI engines
- Re-check visibility after **every content refresh**