

LLMO Checklist for B2B SaaS: 6 Steps to Show Up in AI Answers



1 Create original, trustworthy content: no recycling

- ☒ Add insights from your product (screenshots, setup steps, etc)
- ☒ Show real use cases and outcome-driven stories tailored to user problems
- ☒ Publish foundational explainers on new topics before they go mainstream
- ☐ Publish helpful visuals, flowcharts, or decision trees that aid understanding
- ☐ Structure content with clear headings, summaries, and formatting

2 Publish in the right places

- ☐ Get featured in top-ranking sources cited in ChatGPT and Perplexity
- ☐ Contribute to Wikipedia and high-authority roundup pages
- ☐ List your product on review sites (G2, Capterra, GetApp)
- ☐ Get mentioned in Reddit threads and product roundups
- ☐ Guest post on trusted SaaS or blogs (especially ones with SEO visibility)

3 Make your content AI-friendly

- ☐ Use descriptive, question-based headlines (H2s, H3s)
- ☐ Add long-tail keywords and FAQs
- ☐ Structure landing pages to match real search queries
- ☐ Optimize for crawlability (no gated or hidden content)
- ☐ Use LLM tools' autocomplete feature to find real prompts

4 Earn backlinks & mentions

- Get mentioned in niche SaaS blogs and industry media
- Co-create content with partners for shared visibility
- Publish original research or commentary
- Focus on quality over quantity – avoid spammy links
- Get cited in public PR platforms (e.g., Forbes, Zapier, HubSpot)

5 Keep your content fresh

- Monitor outdated LLM answers – publish better versions
- Update stats, screenshots, and comparisons
- Revisit top content quarterly for freshness



Perplexity (39.71%) and Gemini (36.27%) frequently cite Reddit – getting mentioned there can boost visibility

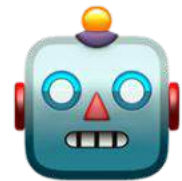
6 Optimize your site for LLMs

- Ensure server-side rendering (avoid JavaScript-only content)
- Fix robots.txt and meta tags blocking key content
- Add llms.txt and optionally llms-full.txt with links to key pages
- Submit updated XML sitemaps via Google Search Console
- Add structured data: FAQPage, HowTo, Article, Product, Organization
- Write clear summaries and headings (question-style works best)
- Allow crawl access to known AI bots (GPTBot, ClaudeBot, PerplexityBot, etc.)

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Common mistakes to avoid



Writing only for bots
(keyword stuffing, SEO tool over-optimization)



Ignoring formatting
(no headings, summaries, or structure)



Hiding top content behind
paywalls or logins



Skipping schema and metadata
that help LLMs interpret content



Overusing jargon and buzzwords
that dilute clarity



Publishing once and never updating –
stale content gets ignored



Relying solely on AI to write recycled,
generic content

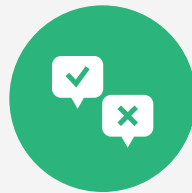


Focusing only on your site – not earning
mentions and link in external sources LLMs trust

How to check if you're already in LLMs



Ask ChatGPT, Perplexity, or Gemini about your product, niche, or key topics



Test variations of prompts using your product name, stats, or use cases



Check GA4, referral traffic, and brand mentions from AI sources (e.g., chat.openai.com, perplexity.ai)



Use tools like Profound, Ahrefs, WriteSonic GEO or AIScope to track which keywords and pages appear in LLM responses



Check server logs or use FireCrawl to detect visits from GPTBot, ClaudeBot, PerplexityBot



If you're missing — audit your content, update it, and recheck in a few weeks

Need help with LLM Optimization?

We help B2B SaaS brands get featured in ChatGPT, Perplexity, and Google's AI Overviews – by creating the right content, earning the right mentions, and making your site LLM-ready.

Book a quick call

