



# How to create an unignorable G2 profile.

More than 5M buyers visit G2 each month. This course will help you ensure they have access to the most accurate and relevant information about your brand and product.

**5 LESSONS**



LESSON 1

## Take a moment and optimize all of the company information and screenshots on your G2 Profile.

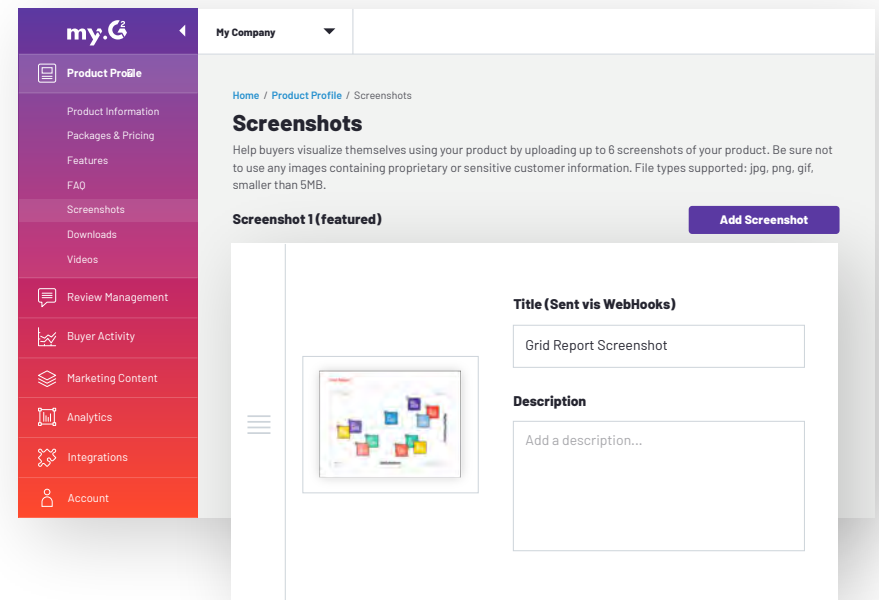
5M+ shoppers visit G2.com each month. Make sure they have access to the most accurate and relevant info about your product.

01

Add a 140-word description focused on your offering and its key differentiators.

02

Upload the most up-to-date screenshots—both back-end and front-end images—if you have them.



LESSON 2

## Add gated or non-gated content to your profile.

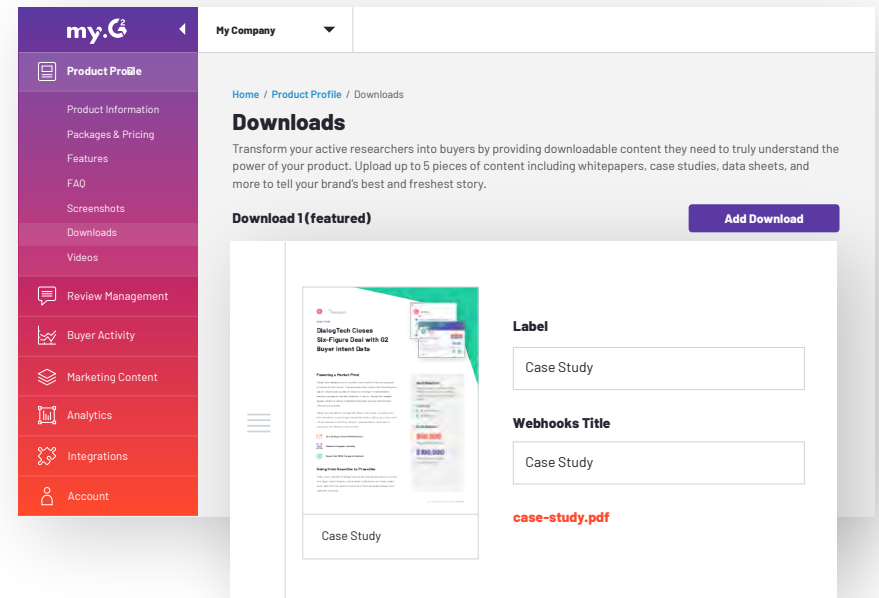
B2B buyers say the #1 obstacle to making a good purchase decision is the inability to access credible content.

01

Choose your highest converting, most up-to-date guides, playbooks, or case studies and add them to your profile.

02

Have a product or company overview video? Add it to your profile for your buyers to check out.



LESSON 3

## Share your pricing information.

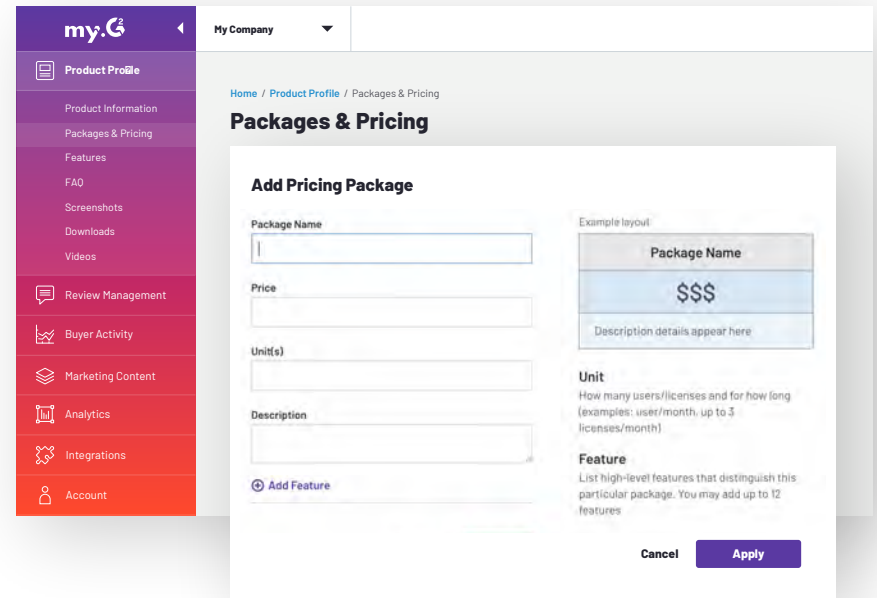
G2 Profiles with pricing displayed have 40X more sessions, compared to those with empty pricing sections.

01

Log into your my.G2 admin and go to Product Profile in the navigation and click on **Packages + Pricing** to add or update your information.

02

Log into your my.G2 admin and go to Product Profile in the navigation and click on Packages + Pricing to add or update your information.



The screenshot displays the my.G2 admin interface. On the left is a navigation sidebar with the following items: Product Profile (selected), Product Information, Packages & Pricing, Features, FAQ, Screenshots, Downloads, Videos, Review Management, Buyer Activity, Marketing Content, Analytics, Integrations, and Account. The main content area shows the breadcrumb 'Home / Product Profile / Packages & Pricing' and the title 'Packages & Pricing'. A modal window titled 'Add Pricing Package' is open, containing the following fields and sections:

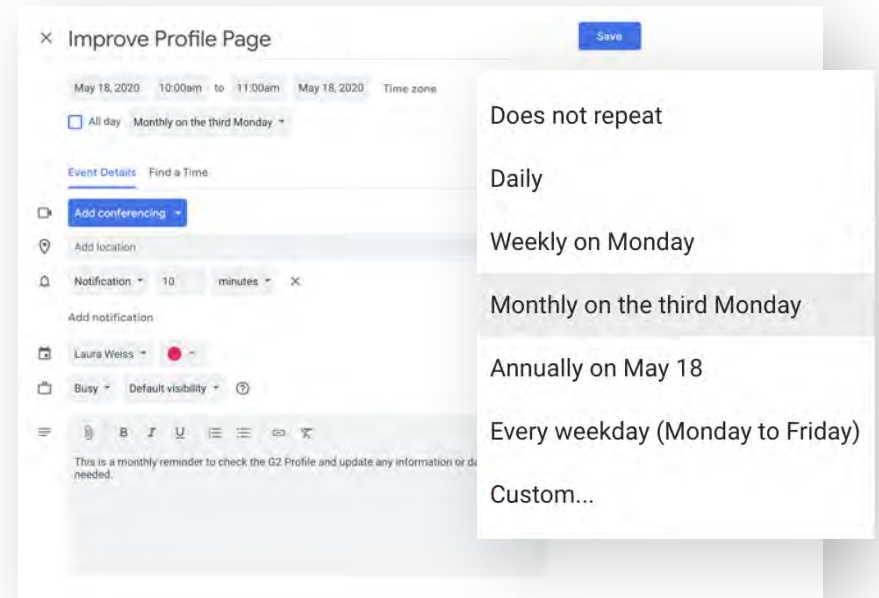
- Package Name:** A text input field.
- Price:** A text input field.
- Unit(s):** A text input field.
- Description:** A text input field.
- Example layout:** A preview box showing a package card with the title 'Package Name', price '\$\$\$', and a description 'Description details appear here'.
- Unit:** A section with the text: 'How many users/licenses and for how long (examples: user/month, up to 3 licenses/month)'. Below it is a text input field.
- Feature:** A section with the text: 'List high-level features that distinguish this particular package. You may add up to 12 features'. Below it is a text input field.
- Buttons:** 'Cancel' and 'Apply' buttons at the bottom right.

LESSON 4

**Set up a quarterly cadence to check your profile and update any info or data as needed.**

01

Set a quarterly calendar reminder to update and improve your G2 Profile.



## LESSON 5

### Assign someone to **respond to your reviews** and share insights with your internal teams.

“When a customer writes a review, they’re sharing valuable product feedback for future buyers to use, but they’re also sharing their thoughts with you in a way and it’s important to let them know that you’ve heard them.” says Courtney Wendel Stevenson at Avalara.

01

Write a couple of templates to be used to quickly answer questions or respond to reviews.

02

Set up the Slack Integration and assign someone to monitor your review channel and respond as needed.

03

**Bonus:** Set up additional Slack channels for low rated reviews to be filtered to your CS teams/ Product teams.

