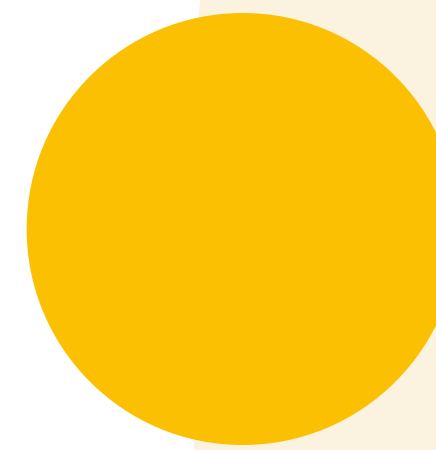


Improve Your AppExchange Listing Performance

Optimize SEO results on AppExchange and organic search, increase engagement, and drive demand.



How to Optimize SEO on AppExchange and Organic Search

1 Listing Title

- Include the product or service name and a top-converting search term like category, industry, or user type.
- Keep it concise, write in title case, and avoid using special characters.

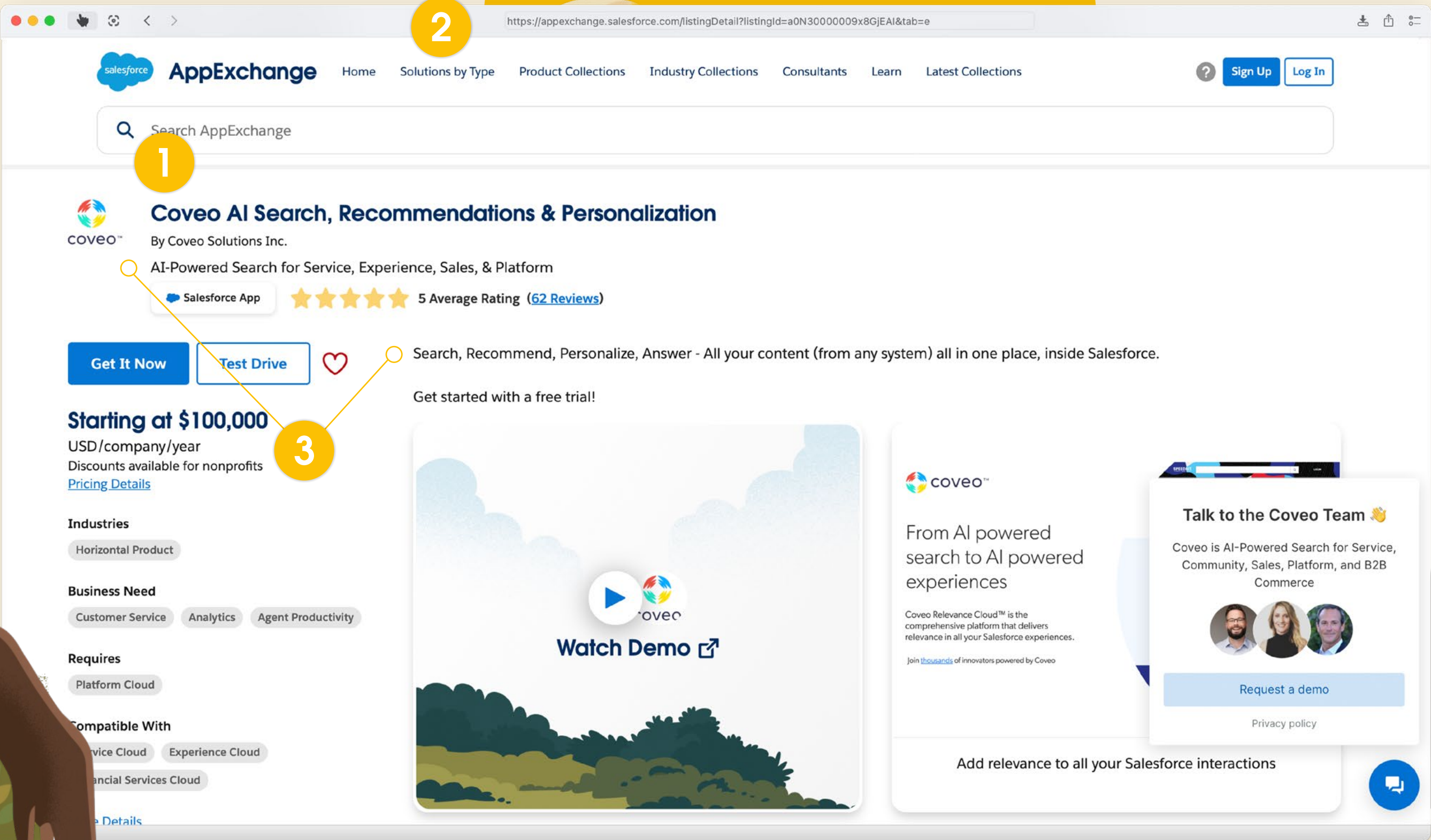
3 Listing Tagline and Brief Description

- This is your elevator pitch. Be clear, concise, and compelling. Know your target audience and focus on benefits that will most resonate with them.
- The brief description appears in the metadata on organic search results. Include your best value proposition with a strong key differentiator and ROI metrics in the first 160 characters.
- Write so a nontechnical friend can easily understand your app or service at a glance. Avoid lists, long paragraphs, or any formatting that creates unnecessary spacing.

2 SEO Title

- Improve your listing's ranking on AppExchange and external search providers like Google with the SEO title. Leverage tools like **Google Keyword Planner** or **Marketplace Analytics** to identify your top-performing keywords.
- Be sure to convey a unified message, rather than a list of standalone keywords, as this title is visible as the browser tab name. The more the keywords align with your listing text, the higher the keyword relevance. Listing a keyword multiple times will not improve your ranking nor add value to the reader.
- Consider related keywords, acronyms (i.e., B2B for business to business), and variations to searches containing multiple keywords.

Hover over each listing component to see its definition.



Enhance your listing with the AppExchange Partner Console in the Partner Community.

Get started



How to Optimize SEO on AppExchange and Organic Search

4 Solution Specifications (ISV Only)

- Increase your visibility to prospects on AppExchange through category or industry filter criteria. You can assign up to three categories and supported industries.
- When prospects are browsing by category or industry, the listings are sorted based on popularity. Improve your popularity ranking by adding a test drive, carousel images, and/or customer resources.
- Prospects can also use solution specification criteria to filter their search results.

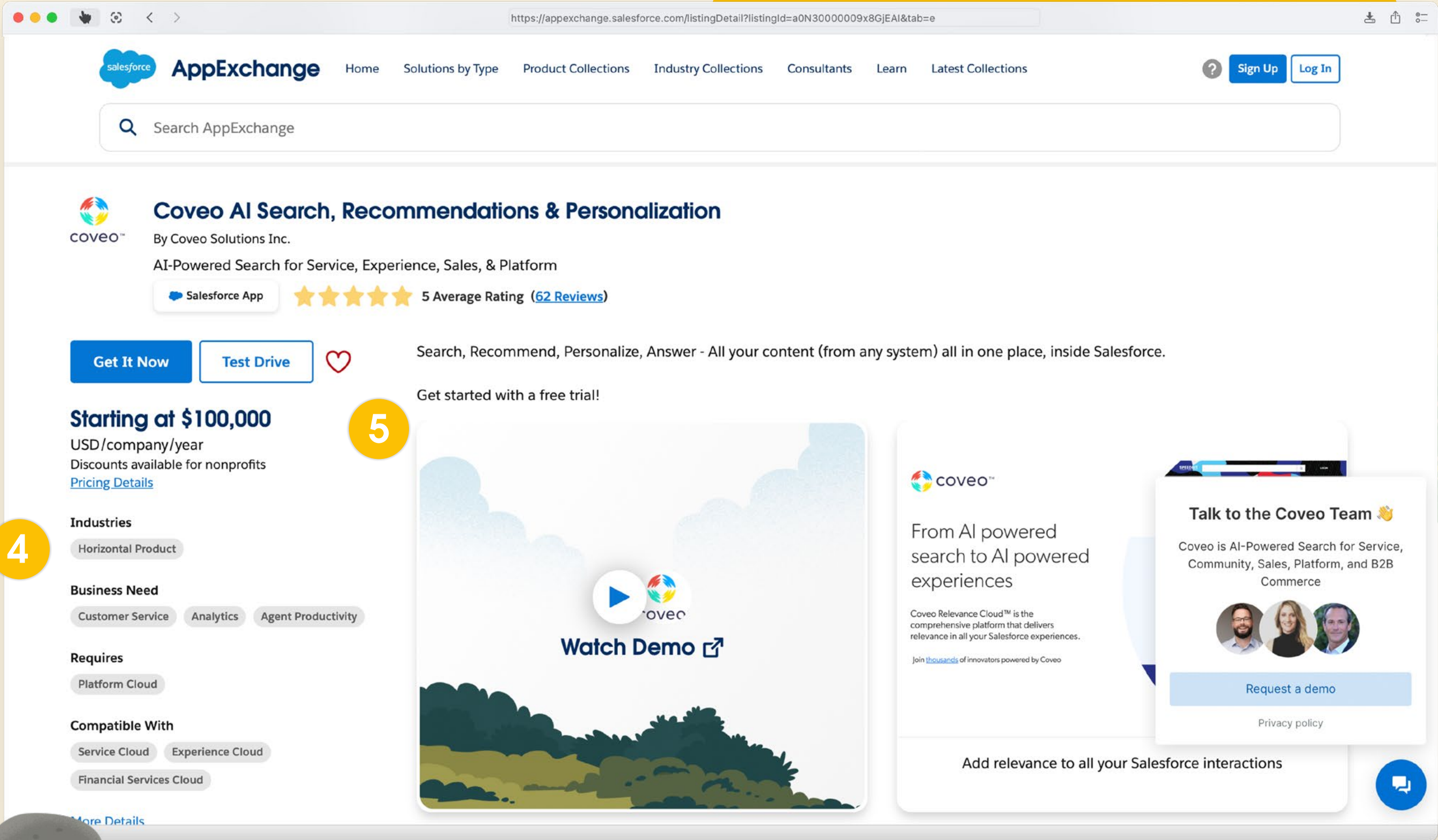
5 Carousel

- Show how your app or consulting service works with images. Tell a cohesive story that supports the listing text.
- Use magnified product screenshots within a device (computer screen, tablet, and/or phone.)
- Add a one-sentence caption for each image while keeping SEO in mind. Please note: This caption text is excluded from the AppExchange search algorithm.

Get creative with your carousel:

- Customer quotes or logos
- Quantitative success metrics (i.e., x% of cost or time saved)
- Supported integrations, industries, and geographies
- Accolades from Salesforce or other recognized authorities/experts

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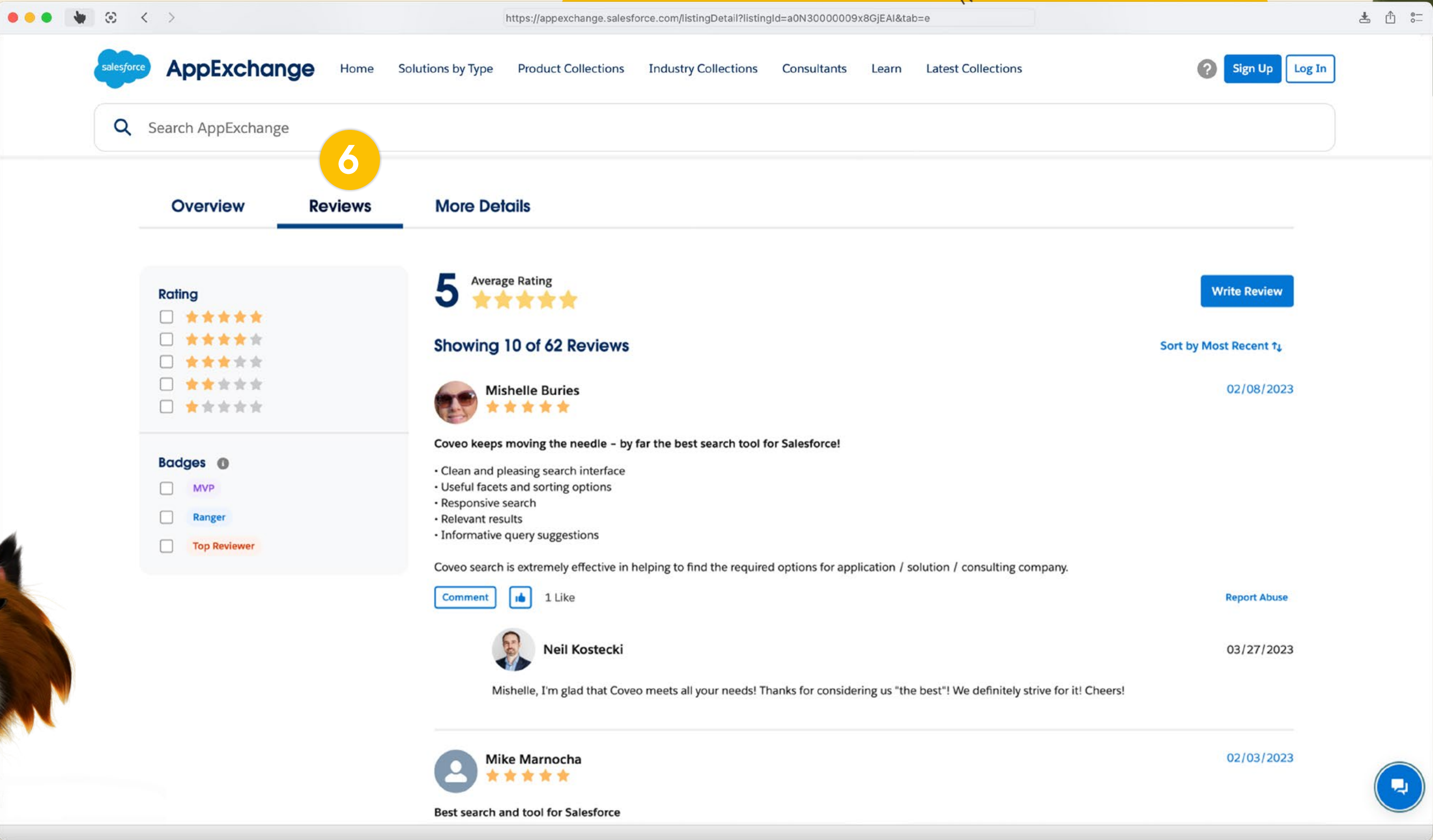


How to Optimize SEO on AppExchange and Organic Search

6 Reviews

- Prioritize getting reviews from happy customers and responding to reviews to show you pay attention to feedback. AppExchange does not remove negative reviews unless there is a blatant violation of our terms of use. If you need support, **submit a case** in the Partner Community.
- Include as a touchpoint in your communications and/or incentivize customers with a giveaway like a free gift card. **Here are some details on writing a great review**, which you can share with your customers.
- Keep in mind the review rating and number of reviews appear in organic search results, which will help improve click-through rates. They also factor into AppExchange’s search algorithm, and prospects can filter search results by rating.

Hover over each listing component to see its definition.



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How to Increase Engagement on Your Listing

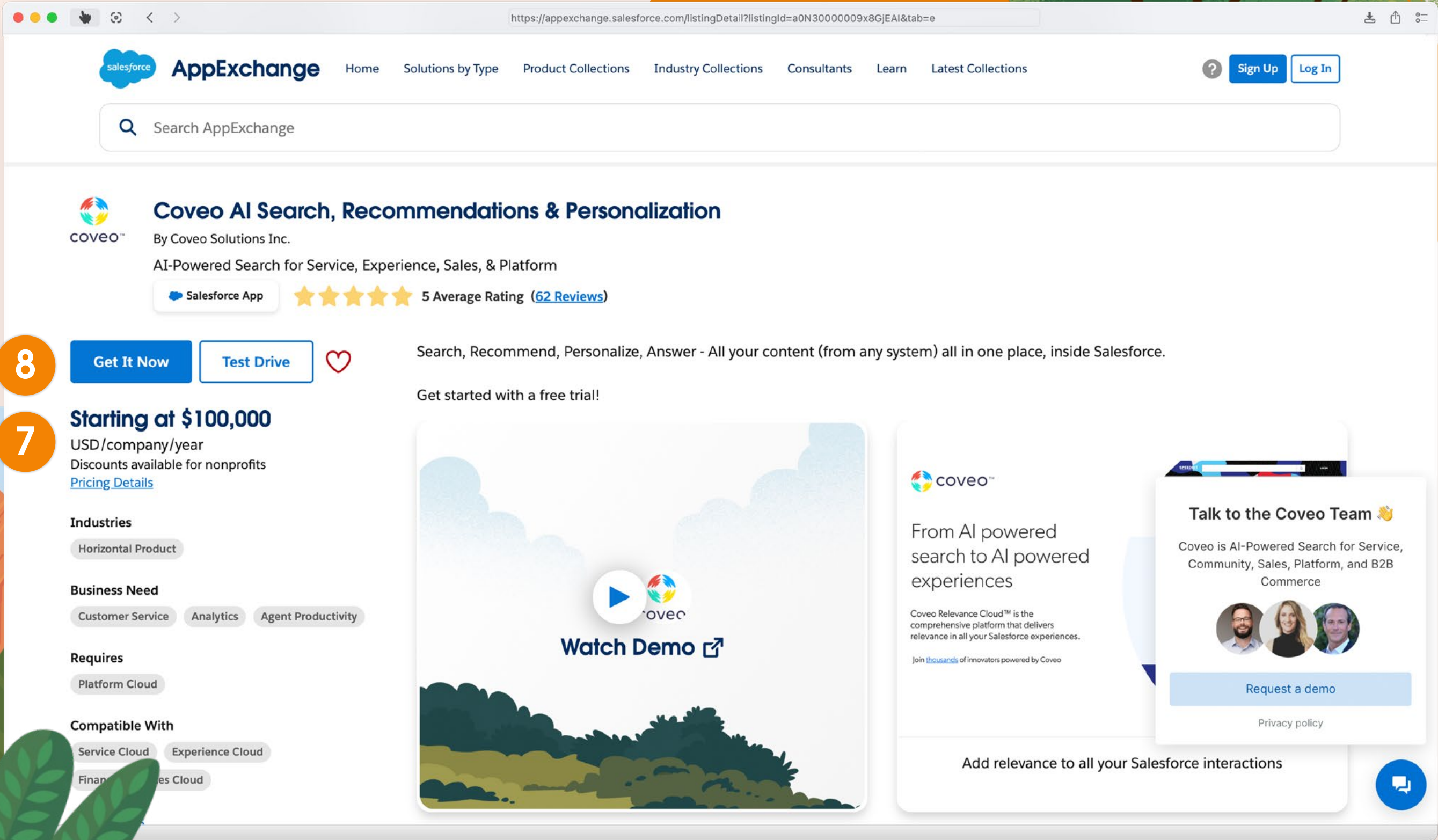
7 Pricing (ISV Only)

- To accelerate purchasing decisions, give prospects 2–4 different tiered plans to choose from with clear and transparent pricing. Need help? **Take this pricing strategy trail.**
- For each plan, add name, price/currency, units (how your plan is priced), the frequency of your billing cycle, and trial length. Include anything that relates to your standard term of contract.
- For freemium plans, describe the limitations up to which the listing is free.
- For paid add-on-required plans, describe the product or services that customers must purchase to use your solution.

8 Call to Action (CTA) Buttons

- CTA buttons are key to increasing your popularity ranking and collecting leads. Be sure to activate all of them on your listing. Learn more in the **Partner Console Guide.**
- For ISVs, the “Watch Demo” CTA will also appear in the first placement on your carousel to help increase the chances of a customer engaging with your demo.

 Hover over each listing component to see its definition.



Enhance your listing with the AppExchange Partner Console in the Partner Community.

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How to Increase Engagement on Your Listing

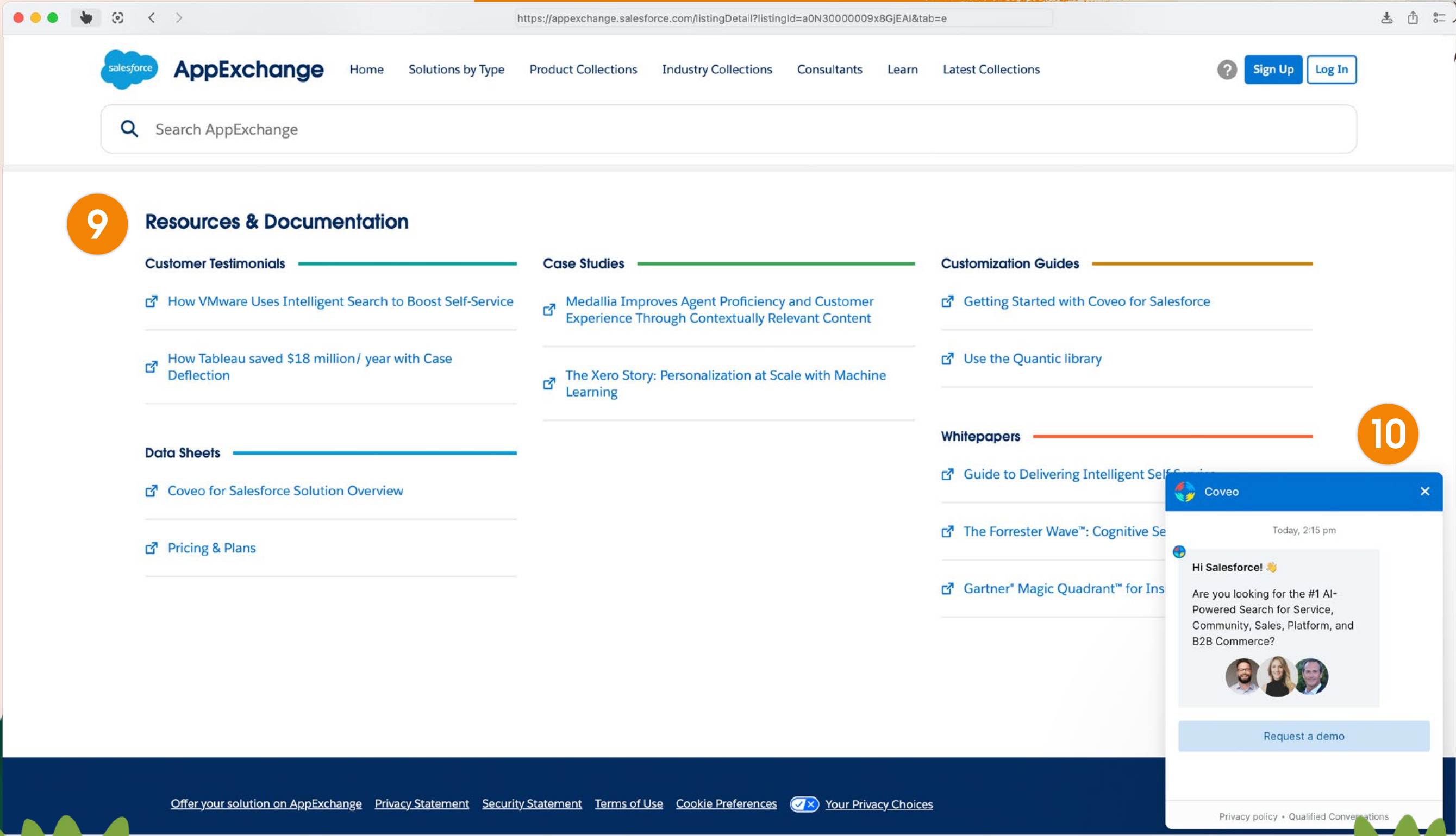
9 Customer Resources and Documentation

- Since resources are organized under categories (i.e., data sheet, customer testimonials, case studies, white papers, webinars, and customization guides), leave this out of the title and file name.
- Keep search-engine friendliness in mind and use keyword-rich titles and file names.
- Think about your most popular asset in your sales cycle, and add a lead form before those high-touch assets.

10 AppExchange Chat (Paid Add-On)

- Prioritize certain website visitors (such as key target accounts, ideal customer profiles or ICP, open opportunities, and working/ existing leads.)
- Proactively engage key visitors by leveraging their location as a potential icebreaker and/or other data collected by the chatbot on your listing.
- Treat conversations as a first sales meeting and conduct a quick discovery with your top three qualification questions. If your visitor is qualified, encourage a phone call right then and there.
- To learn more, read **Best Practices for Sellers** created by the Qualified team.

Hover over each listing component to see its definition.



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