

# THE AI & LLM CITATION READINESS CHECKLIST

## 10 Questions Every Technology Vendor Should Ask Their Review Provider

For years, review platforms were evaluated based on review volume, ratings, and category rankings. Today, buyers increasingly rely on ChatGPT, Gemini, Claude, Perplexity, and Google AI Mode to research and evaluate software. As AI becomes a primary destination for software discovery, technology vendors should ask a new question:

**Is your review platform helping your products earn visibility, trust, and citations in AI-powered buying experiences—or simply collecting reviews?**

Use this checklist to evaluate whether your review provider is helping you build customer expertise, marketplace visibility, and AI influence.

**Because the future isn't about collecting more reviews. It's about creating customer proof that AI trusts.**

- Can you tell me which of my products receive the most AI citations?  
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- Can you report AI visibility by product, not just by vendor?  
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- Can you calculate the average number of AI citations generated per review?  
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- Can you benchmark my products against competitors in AI-powered search experiences?  
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- Can you explain why one product receives more AI citations than another?  
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- Can you measure AI trust and sentiment associated with my products?  
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- Do your reviews contain enough implementation detail to be useful to AI systems?  
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- Do your reviews appear on AWS Marketplace as validated reviews and included in Buyers Guide and AI searches?  
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- Do your reviews appear on Google Cloud Marketplace as validated reviews and included in Buyers Guide, AI Generative Summaries?  
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- Can one customer review be transformed into papers, comparisons, sales assets, and AI-ready content?  
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**If your review provider can't answer these questions, you may be measuring reviews instead of measuring influence.**