

App Listing Platforms Guide

A **2026 guide** to making your software product visible in the US market — with verified traffic data and proven strategies.

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Who Is This Guide For?

Choosing the right platforms to launch and grow a software product is just as important as the product itself. There are hundreds of product listing platforms in the US — some bring real traffic and buyers, some only offer backlink value, and many are simply a waste of time. This guide focuses on platforms with verified traffic, proven track records, and institutional credibility. The goal is not to "submit to 250 directories at once" but to use **the right 6–15 platforms, in the right order, with the right message.**



New Founder

Founders preparing to launch their SaaS product and looking for their first wave of visibility.



Existing Product Owner

Product owners with low user numbers who want to gain growth momentum.



Traction-Seeking Startup

Founders looking for investor-ready traction signals and trying to reach B2B buyers.

📄 All traffic data is based on Similarweb and Semrush measurements for the 2024–2026 period. Figures may vary monthly; values shown reflect the source's most recent measurement.

Three-Layer Platform Strategy

Rather than using platforms randomly, it's essential to understand that each one serves a different purpose. A sound strategy for any product requires presence across **all three layers**. Founders who focus only on the launch layer find themselves asking "why did traffic stop?" after a one-week spike, while those who focus solely on review sites never capture initial momentum.

Launch Layer — Initial Visibility

Platforms that deliver immediate visibility in your first week. Product Hunt and Hacker News lead this category — critical for building momentum on launch day. This layer is one-time but its impact is lasting: early users, first reviews, and backlinks all come from here. **Goal: 500–5,000 visitors during launch week.**

Trust Layer — Purchase Decision

Where B2B buyers make purchasing decisions. G2 and Capterra are indispensable reference points in enterprise shortlisting processes. Even if a buyer finds your product on Google, they won't purchase without reviews on G2. This layer builds slowly but generates the longest-lasting value. **Goal: 20+ reviews within 6 months.**

Discovery Layer — Organic Accumulation

For long-term organic traffic and comparison searches. AlternativeTo, SaaSHub, and SourceForge deliver compounding growth month over month. "X alternative" searches come from this layer — your competitor's customers find you. Set it up once, and it works for years. **Goal: active profiles across all directories within 3 months.**

 **Correct order:** First, set up your Trust Layer profiles (they have approval timelines), then trigger the Launch Layer, and finally complete the Discovery Layer.

Correct Sequencing Is Critical

The most common mistake: submitting to 50 platforms simultaneously on launch day. This approach is both ineffective and can trigger algorithm penalties on certain platforms (especially Product Hunt).



Platform Evaluation Criteria & Common Mistakes

Test the Value of a Platform

A platform that scores well on all three criteria is **Tier 1**, well on two is **Tier 2**, and well on one is **situational**.

- **Domain Authority (DR 50+):** This is where the backlink value in Google comes from.
- **Audience Quality:** Do users come with purchase intent, or are they just browsing?
- **Indexing Speed:** Are new listings indexed by Google quickly?

5 Mistakes to Avoid

1. Submitting to Product Hunt without preparation — no hunter, no waitlist. You only get one launch — don't waste it.
2. Opening a G2/Capterra profile and waiting for organic reviews. You need to actively collect the first 5–10 reviews through a campaign.
3. Submitting the same product to 100+ directories at once. This sends a spam signal to Google and listings won't get indexed.
4. Launching before your landing page is ready. Traffic will come, it won't convert, and the story ends there.
5. Pushing a Turkey-focused product onto US platforms. Audience mismatch yields neither traffic nor conversions.

Product Hunt

producthunt.com · ~5.44M monthly visitors (Semrush, May 2026) · Free launch

A community platform that showcases the best new products of the day in a vote-and-discover format. Ideal for consumer apps, SaaS, developer tools, AI products, and no-code tools. Traffic expectations: **#1 of the Day** earns 5K–15K visitors (24 hours), Top 4–10: 1K–3K visitors, Outside Top 10: 200–500 visitors. User profile: 70% male, largest age group 25–34, 60%+ from US/UK/Canada. Average #1 product: 600–900 upvotes (2026 data).

⚠ Not all products on Product Hunt receive equal visibility on the homepage — the editorial team selects which products to feature. Selection criteria are not fully transparent; however, a strong tagline, professional visuals, a clear value proposition, and being active in the community before launch (comments and upvote activity at least 2–4 weeks prior) increase your chances of being featured. For the latest information on the "Featured vs All" mechanism, follow producthunt.com/changelog.

Right Day & Time — Timing Math

Tuesday, Wednesday, or Thursday. Avoid Monday and Friday — Monday has high competition, Friday has low audience. **Launch at 00:01 PT (San Francisco time).** Why 00:01? Vote counts reset at midnight PT (PST/PDT) — an early launch means more time to collect votes. The first 4 hours are critical: if you can't break into the top 5 during this window, your chances of reaching #1 drop dramatically. Avoid holiday weeks (Thanksgiving, Christmas, July 4th) — audience drops 40–60%.

Hunter Strategy — 2026 Current State

Before 2023, the "big hunter" effect was real — having someone like Ryan Hoover or Chrys Bader hunt your product automatically drove traffic. **Since 2025, this effect has largely diminished.** Current strategy: find out who hunted the top 5 products in your category over the last 30 days and reach out to them — niche hunters are still valuable because relevant audiences receive notifications. Self-hunting is now a perfectly valid option — the algorithm does not penalize it. Product quality and launch preparation matter far more than your choice of hunter.

Waitlist & Audience Building — The Numbers

40–60% of successful launches are driven by upvotes from the founder's own audience. **Minimum target: a warm waitlist of 300–500 people.** How to build it: add a "Notify me on Product Hunt" button to your landing page (create a ph.com/upcoming page), publish a "coming soon" series on Twitter/X, share a founder story on LinkedIn, and recruit beta users from relevant Reddit/Discord communities. On launch day, send a personal email to this list — use a "We're on Product Hunt today, if you have 2 minutes..." tone. Not a mass blast — personal message style.

Engagement Algorithm — Comments > Upvotes

With the 2024 algorithm update, comments and engagement now carry more weight than upvotes. Tactics:

- Post your first maker comment at 00:01 on launch day: tell the story of your product, why you built it, and who it's for. 150–200 words is ideal. Avoid emojis — they look spammy.
- Reply to every comment within 2 hours. Write detailed responses to users who ask questions.
- Kick off a conversation with "What problem does this solve for you?" — this question drives high comment rates.
- Tagline: maximum 60 characters, start with a verb: use formats like "Turn X into Y" or "Build X without Y".
- Thumbnail image: 240×240 px, clean background, product logo or a single strong visual. No text — it's unreadable on small screens.

Post-Launch — Maintaining Momentum

Launch day doesn't end when the clock runs out. Post a "Thank you" maker comment the next day — it's visible to new visitors. Segment users coming from Product Hunt ([?utm_source=producthunt](https://producthunt.com/?utm_source=producthunt)) and offer them a dedicated onboarding flow. Review requests: 7–14 days after launch, send G2/Capterra review requests to active PH users — they're early adopters with a high likelihood of writing reviews. Add the **"Product Hunt #X of the Day"** badge to your landing page — it works as social proof for 6–12 months.

G2: Where B2B Buyers Make Decisions

Platform Data

g2.com · 4.36M monthly visitors (Semrush, May 2026) · 20%+ annual growth · 52% organic search, 46% direct traffic · Free profile, paid Marketing Solutions package

The most critical review platform for B2B SaaS, enterprise software, HR/finance/marketing tech tools. G2's power comes from this: when buyers search Google for "[competitor product] alternatives" or "best [category] software," G2 category pages appear in the top 3 results. This traffic has high purchase intent — buyers in the research phase, those comparing prices, and those building vendor shortlists.

Profile setup process:

- Fill out the "Get Listed" form at **g2.com/sell**
- Company info, product description, screenshots (minimum 3, recommended 5–8), pricing information
- Approval takes 3–7 business days
- Category selection is critical: G2 has 2,000+ categories. Add your product to the most specific category — "Email Marketing Software" or "Marketing Automation" rather than "Marketing Software." Competition is fierce in broad categories; earning a "High Performer" badge is much easier in niche categories.

⊗ Creating a profile means nothing on its own. For G2 to deliver value, you need a minimum of 10 — ideally 25+ — reviews. With fewer than 10 reviews, you won't appear on category pages; you can only be reached via a direct link. These reviews don't come organically — they must be collected through an active campaign.

Review Collection Strategy — Step by Step

Segmentation and timing:

- Segment your current active users: those who logged in within the last 30 days, used a core feature, and haven't opened a support ticket. This segment yields the highest rate of positive reviews.
- Timing: 3–4 weeks after active product use, for users with an NPS score of 8+, after a positive support interaction (within 24–48 hours of issue resolution), or when a feature request goes live.

Email template (high conversion):

Subject: *"[Name], got 2 minutes?"*

Body: *"Hi [Name], I'd love to hear how you've been using [Product]. Would you be willing to leave an honest review on G2? Positive or negative — we just want to hear your real experience. We'll send you a \$25 Amazon gift card for your time. [G2 Review Link]"*

Incentive rules (G2 & FTC compliance):

- G2 allows incentives: maximum \$100, standard \$25 gift card
- The incentive must be for "writing a review," not for "writing a positive review"
- Incentive disclosure is required on every review: *"Reviewed in exchange for a gift card"*
- G2 adds this disclosure automatically — you just need to notify G2's system that an incentive was provided

⊗ Offering a reward in exchange for a "positive review" is an FTC violation — civil penalties of \$51,744 per violation. It's also strictly prohibited under G2 Community Guidelines. Additionally: collecting reviews from employees, founders, or investors is detected by G2 and can result in profile suspension. G2's fraud detection system analyzes IP addresses, device fingerprints, and user behavior.

G2 Badge System — Why It Matters

G2 awards badges to products in each category every quarter (January, April, July, October). Badges are free — no paid package required. They're powerful social proof in sales cycles: the "G2 High Performer" badge can be added to your pitch deck, landing page, and email signature.

High Performer

High user satisfaction score (4.0+), low market presence. The most accessible badge for new and growing products. Requires a minimum of 10 reviews. Goal: earn this badge within the first 90 days — start using "recognized by G2" social proof in your sales conversations.

Momentum Leader

Awarded to fast-growing products. Determined by review count growth and satisfaction improvement rate in the most recent quarter. Running a review campaign at the start of a quarter is the most effective tactic for this badge — G2 takes a snapshot at quarter end.

Leader

Both high satisfaction (4.0+) and high market presence. Typically requires 50+ reviews in the category and strong brand awareness. Achievable for established players — a 12–18 month target for newer products.

Users Love Us

Satisfaction score of 4.4+ and a minimum of 20 reviews. The "Users Love Us" badge is the strongest social proof badge — buyers read it as a trust signal. It increases the rate of making vendor shortlists in B2B sales cycles.

After earning badges: download G2's official badge assets at **g2.com/badges** (available in PNG and SVG). Add them to your landing page hero section, pricing page, and sales deck. Badges are valid for 1 year — they don't need to be renewed every quarter, but displaying a current badge looks more credible.

Capterra, GetApp & Software Advice: The Gartner Trio

All three platforms are activated with a single submission: fill out the "List Your Software" form at capterra.com/vendors. Approval takes 5–10 business days. Through the Gartner Digital Markets portal, one submission gets you listed on Capterra + GetApp + Software Advice — three separate listings, one workflow.

Why it matters: Together, these three platforms receive 3.4M+ monthly visitors. More importantly, the vast majority of those visitors are actively in a buying process — requesting demos, comparing prices, building vendor shortlists. When someone searches "best [category] software for small business" or "[category] software comparison" on Google, these three platforms consistently appear on the first page.

Listing optimization (applies to all three platforms):

- **Product description:** Write in a Problem → Solution → Outcome format. Not "Our product does X," but "For teams struggling with X, we deliver Y outcome through Z approach."
- **Screenshots:** Minimum 5, recommended 8–10. The first image should showcase your strongest feature — buyers make snap judgments based on the first visual. 1280x800 px, clean UI, real data (not demo data).
- **Pricing:** Entering pricing isn't required, but avoid "Contact for pricing" — at minimum, include a starting price. Listings that show pricing receive 40% more clicks.
- **Video:** Add a 2–3 minute product demo video (YouTube or Wistia link). Listings with video receive 2x more demo requests compared to those without.

Capterra

~2.33M monthly visitors (Semrush, May 2026) · 39% paid search, 29% organic · DR 92

Capterra's strength: it consistently ranks on Google's first page for "best [category] software" and "[category] software reviews" searches. It's one of the top 3 platforms enterprise buyers use to build their shortlists. SMB-focused, high purchase-intent traffic — the average visitor views 2.4 vendor profiles.

Capterra-specific tactics:

- **"Capterra Shortlist" badge:** Awarded quarterly to products with high ratings and sufficient review volume. With 20+ reviews and a 4.0+ rating, your chances of making the shortlist are strong. This badge boosts your visibility on category pages.
- **PPC model:** Capterra's paid "sponsored" listings run \$3–25/click depending on category and competition. In the early stage, start with an organic profile and reviews. Once your CAC and LTV are clear, test PPC — start with a \$500–1,000/month budget and measure ROAS.
- **Category page ranking:** Organic ranking factors include review count, average rating, profile completion rate, and new reviews in the last 90 days. Aim for at least 3–5 new reviews per quarter.
- **"Ease of Use" and "Customer Service" scores:** Capterra buyers pay particular attention to these two metrics. When sending review request emails, specifically ask users to comment on these two areas.

GetApp

~762K monthly visitors (Semrush, June 2026) · DR 88 · Automatically included when you apply to Capterra

GetApp captures a slightly different buyer segment than Capterra — more small business owners, solo entrepreneurs, and startup teams. Its "app-first" positioning means users here focus more on integrations and workflow compatibility.

GetApp-specific tactics:

- **Integration list:** The "Integrations" section on GetApp is critical. Add popular integrations like Zapier, Slack, HubSpot, Salesforce, and Google Workspace — integration count influences search ranking.
- **"GetApp Category Leaders" badge:** Awarded quarterly, similar to the Capterra Shortlist. The same review campaign applies for both badges.
- **Comparison pages:** "[Product A] vs [Product B]" comparison pages on GetApp receive significant traffic. Fill out your profile completely to appear on comparison pages alongside your competitors.

Software Advice

~328K monthly visitors (Semrush, May 2026) · DR 88 · Enterprise IT-focused

Lower traffic volume, but the highest buyer quality of the three. Buyers on Software Advice are typically enterprise IT decision-makers and procurement teams with \$10K+ annual budgets. The "Software Advice FrontRunners" list is a strong reference point in enterprise sales cycles.

Software Advice-specific tactics:

- **"FrontRunners" badge:** Software Advice's most prestigious designation. Requires high user satisfaction scores and sufficient review volume. Enterprise buyers use this badge as part of their vendor evaluation process.
- **Advisor call program:** Software Advice's "Advisors" team recommends vendors to buyers over the phone. Complete your profile thoroughly and consider the paid "Advisor Match" program — it provides direct access to enterprise buyers.
- **Review quality > review quantity:** On Software Advice, enterprise buyers read review content carefully. Long-form reviews that describe the implementation process and ROI are far more valuable than short ones. When sending review request emails, ask users to address these topics specifically.

 Shared review strategy for all three platforms: When you send a Capterra review link, include GetApp and Software Advice links in the same email — three platforms, one touchpoint. The rate of users who write a review on one platform and then continue to the others is 30–40%. Also: add any badges you earn on Capterra to your GetApp and Software Advice profiles as well — cross-platform social proof builds trust.

SourceForge & AlternativeTo

SourceForge

sourceforge.net · ~33.66M monthly visitors (Semrush, May 2026) · Free listing · DR 93

The "old-school" reputation is misleading — SourceForge is still one of the world's largest software discovery and download platforms. Its traffic volume dwarfs both G2 and Capterra. According to SourceForge's own comparison documentation, it receives 33x the traffic of TrustRadius (Similarweb data). Audience profile: 68% male, largest age group 25–44, 55% from the US/Canada/UK. The most valuable platform for download-based software, developer tools, open source projects, and business software.

Step-by-step listing process:

- Create an account at sourceforge.net/register
- "Add a Project" → select project type: Open Source or Business Software
- Project name, description (short: 150 characters, long: 1,000 characters), category, license type, OS compatibility
- Logo (200x200 px PNG), screenshots (minimum 3, recommended 5), demo video link (optional)
- Approval takes 3–7 business days. Open source projects are approved faster.

SourceForge-specific tactics:

- Getting Into "Best [Category] Software" Lists**
SourceForge's editorial team publishes "Best [category] software" lists for each category — these rank highly on Google. To get listed: high rating (4.0+), minimum 15 reviews, active project (updated within the last 90 days). Fill out your listing completely to stand out on the category page — listings with missing fields are pushed down by the algorithm.
- "Editor's Choice" & "Community Choice" Badges**
Editor's Choice: Selected by SourceForge editors — no application, purely editorial. Requires a high-quality listing + active user base + strong review profile.
Community Choice: Determined by user votes. Voting opens every January — announce it to your user base and ask for votes. These badges appear permanently on your listing and boost visibility on the category page.
- Download Tracking & Analytics**
SourceForge offers free download analytics: country-level downloads, referral source, time series. Use this data to understand where your traffic is coming from geographically. If non-US traffic is high, there may be a localization opportunity.
- Collecting Reviews**
Send users a direct link to [sourceforge.net/\[project-name\]/reviews/](https://sourceforge.net/[project-name]/reviews/). Add SourceForge to your G2/Capterra review campaign — three platform links in one email. The "Highly Rated" badge activates with a minimum of 10 reviews.
- Special Advantage for Open Source Projects**
Open source projects get free hosting, CDN, and bandwidth on SourceForge. If you're already on GitHub, use SourceForge as a mirror — gain visibility on both platforms. SourceForge's search engine is indexed independently from GitHub.

AlternativeTo

alternativeto.net · ~1.3M–2.9M monthly visitors (Similarweb, 2025–2026) · 47% organic search · DR 79 · Completely free

AlternativeTo's unique value: users search for your competitor's name, and you show up. Google searches like "Notion alternative," "Slack alternative," and "Figma alternative" route directly to AlternativeTo listings. This traffic carries high purchase intent — the user is already dissatisfied with their current solution and actively looking for an alternative.

User profile: 75% male, largest age group 18–34, 60%+ from the US/UK/Germany. Primarily technical and early adopter audience.

Step-by-step listing process:

- Add your product at alternativeto.net/add
- Product name, URL, short description (200 characters), long description (1,000 characters), platform (Web, Windows, Mac, Linux, iOS, Android), license type (Free, Freemium, Paid, Open Source), category/tags
- Logo (256x256 px PNG) is required
- Approval typically within 24–72 hours — one of the fastest approval turnarounds of any platform
- Free, no account required (but creating an account lets you manage your listing)

AlternativeTo-specific tactics:

- Getting Added as an Alternative on Competitor Pages**
After creating your listing, go to your competitors' pages and click "Suggest as alternative." Target competitors: the top 5–10 products in your category. Appearing on the alternatives list for big names like Notion, Airtable, Monday.com, Asana, and Slack can drive thousands of monthly organic visitors. This takes 10 minutes — the highest ROI-to-time ratio of any tactic.
- The "Likes" System and Rankings**
Every product on AlternativeTo has a "likes" count — this determines your ranking on competitor pages. More likes = higher position on competitor pages = more traffic. During your launch week, share your AlternativeTo profile with your user base and ask for likes. Goal: 50+ likes in the first 30 days.
- Platform & License Filter Optimization**
AlternativeTo users actively use platform (Web, Mac, Linux) and license (Free, Open Source) filters. Add every platform your product supports — a missing platform means you won't appear in that filter. If you offer a "Free" or "Open Source" license option, make sure it's checked — these are the two most-used filters.
- Description Optimization**
Your AlternativeTo description feeds into Google snippets. First 150 characters: "[Product name] is the best alternative to [competitor] and [competitor 2]. Used by [target audience] for [core feature]." This format performs well in both AlternativeTo search and Google.
- Traffic Expectations & Timeline**
AlternativeTo traffic grows cumulatively — 50–200 visitors in launch week, 200–500 by month 3, 500–2,000+ monthly visitors by month 12 (depending on your ranking on competitor pages). It's a "submit and forget" platform — active management isn't required, but update your description and screenshots once a year.

 The SourceForge + AlternativeTo combination: together they require 1–2 hours of work and can potentially deliver 5,000–50,000+ additional monthly visitors (depending on product category and competitor size). SourceForge provides high-volume general traffic; AlternativeTo provides high-intent competitor-seeking traffic. Both are completely free — the two top-priority platforms for early-stage products with no budget.

AppSumo, TrustRadius, BetaList & SaaSHub

AppSumo

appsumo.com · ~2.32M monthly visitors (Semrush, May 2026) · 30–50% commission · DR 91

AppSumo is a lifetime deal (LTD) marketplace — users purchase lifetime access to a product with a one-time payment. It offers fast cash flow, mass user feedback, and a "traction" story for investor pitches. A successful AppSumo campaign can generate \$50K–\$500K in revenue within 2–6 weeks (depending on category and product).

Application process:

- Fill out the "Submit Your Product" form at appsumo.com/partners
- The AppSumo team evaluates your product: active user base, product maturity, suitability for LTD
- Acceptance takes 4–8 weeks. Acceptance rate is low — approximately 10–15% of applications are accepted
- If accepted, you negotiate pricing and campaign details with the AppSumo team

Pricing strategy (critical):

The standard LTD structure on AppSumo: \$49–\$99 (Tier 1, core features), \$149–\$199 (Tier 2, advanced features), \$249–\$349 (Tier 3, full access). A tiered structure both maximizes revenue and captures different user segments. Average cart value: \$127 (2025 AppSumo data).

⚠ Critical warning for AI products: Calculate LLM API call costs (OpenAI, Anthropic, Google) across the lifetime of usage. A user costing \$10/month in API fees generates \$600 in costs over 5 years — at a \$99 LTD price, you lose money on that user. Solution: cap AI features with a monthly credit system (e.g., "1,000 AI credits/month, additional credits purchasable") or apply the LTD to a plan without AI features.

Campaign optimization:

- AppSumo's own email list has 1M+ subscribers — featured campaigns are sent to this list
- The first 48 hours are critical: fast sales = featured placement on AppSumo's homepage = more sales
- Announce the campaign to your existing user base 24 hours before launch — create a sense of "early access"
- Actively respond to AppSumo reviews: every review = a trust decision point for a potential buyer
- Post-campaign: the average conversion rate of AppSumo users to monthly subscriptions is 8–15% — optimize your onboarding flow for this conversion

TrustRadius

trustradius.com · ~650K monthly visitors · 58% organic search · DR 82 · Free profile

The key difference from G2 and Capterra: TrustRadius focuses on long-form reviews of 500–2,000 words. Not short star ratings, but detailed usage experiences. Enterprise buyers (with \$50K+ annual budgets) use TrustRadius reviews as a primary source during vendor evaluation — especially Fortune 500 procurement teams.

Profile setup process:

- Fill out the "Claim Your Profile" form at trustradius.com/vendor
- Company information, product description, category, pricing, screenshots (minimum 3)
- Approval takes 5–10 business days
- Free profile: basic listing + review collection. Paid "TrustRadius for Vendors" package (\$15K–\$50K/year): intent data, buyer intent signals, competitive intelligence

Review collection strategy (TrustRadius-specific):

Since TrustRadius reviews are long and detailed, write your review request email differently. Template:

Subject: "[Name], got 15 minutes? We'd love to hear your experience"

Body: "Would you be willing to leave a detailed review on TrustRadius?"

Specifically covering: [how they use the product], [what problem it solves], [ROI or time saved]. We'll send you a \$50 Amazon gift card for your time."

Target audience: users who have been actively using the product for 6+ months, in enterprise or mid-market segments.

TrustRadius-specific tactics:

- "TrustRadius Top Rated" badge:** Awarded once a year (January). Requires a minimum of 10 reviews and a 7.5/10+ average score. This badge is a strong reference in enterprise sales cycles.
- Buyer Intent Data (paid):** TrustRadius shows you which companies are viewing your product profile — you can then do outbound sales to those companies. 80% of Fortune 1000 companies in the US use TrustRadius for vendor research.
- Comparison pages:** "[Product] vs [Competitor]" pages get high traffic on TrustRadius. To appear strong on competitor comparison pages, specifically target users who describe switching from a competitor in their reviews.

BetaList

betalist.com · DR 67 · \$129 standard (1–2 weeks) or \$249 fast-track (48 hours) · Free queue has been effectively removed

BetaList is a waitlist-building platform for products that haven't launched yet or are in early beta. Audience profile: technical early adopters, startup enthusiasts, power users who love trying new tools. An average BetaList campaign brings in 200–1,000 high-quality early adopter signups — these are the users who will upvote on Product Hunt, write reviews on G2, and share on social media.

When to use it:

- Submit 4–8 weeks before your Product Hunt launch — users from BetaList form a ready audience on launch day
- You can submit even if the product isn't fully ready — a "coming soon" landing page is sufficient
- One of the fastest channels for growing your waitlist email list

Submission process:

- Fill out the form at betalist.com/submit: product name, URL, short description (150 characters), long description (500 characters), screenshot or logo, category
- \$129 standard: published within 1–2 weeks, appears on BetaList homepage and newsletter
- \$249 fast-track: published within 48 hours — choose this if your launch date is approaching
- The BetaList newsletter reaches 150K+ subscribers — featured listings are included in this mailing

Getting maximum value from BetaList:

- Add a custom message on your landing page for visitors coming from BetaList: "Welcome from the BetaList community — sign up for early access"
- Add a "How did you hear about us?" question to your waitlist form — segment those coming from BetaList
- Offer BetaList users a special "founding member" price or early access benefit — increases conversion rates
- On launch day, post a "Now Live on Product Hunt" update to your BetaList profile — past visitors will receive a notification

SaaSHub

saashub.com · ~266K monthly visitors · Free listing · DR 72

SaaSHub is a more SaaS-focused version of AlternativeTo. It ranks well on Google for "[Product] alternatives," "[Product] vs [Competitor]," and "best [category] tools" searches. Traffic volume is low but organic and cumulative — you can submit and forget.

Listing setup process:

- Add your product at saashub.com/add: product name, URL, description, category, pricing model, platform
- Add a logo (256x256 px PNG) and screenshot
- Approval takes 24–72 hours
- Free, no account required

SaaSHub-specific tactics:

- Get listed as an alternative on competitor pages:** Just like on AlternativeTo, go to your competitors' pages on SaaSHub and click "Suggest as alternative." Takes 5 minutes, can bring in 100–500 additional monthly visitors.
- "SaaSHub Score":** SaaSHub gives each product an activity score based on GitHub activity, social media presence, and review count. Keep your GitHub repo active and add your social media links to maintain a high score.
- Pricing page:** Listings with complete pricing information on SaaSHub get 60% more clicks. Add details like "Is there a free tier?" and "Is there an annual discount?"
- Backlink value:** DR 72 — medium-to-high backlink. Provides a dofollow link. Contributes to domain authority growth for newer domains.

Traffic expectations: 50–150 visitors in the first month, 150–400 monthly visitors by month 6. Depending on your ranking on competitor pages, these numbers can increase 2–5x.

Hacker News: The Heart of the Technical Audience

Platform Data

news.ycombinator.com · ~4.3M monthly visitors (Ahrefs, June 2026) · Completely free · DR 91

Operated by Y Combinator, Hacker News is the world's most active technical and startup community. The "Show HN" (Show Hacker News) format is designed for founders to present their product directly to the community. For developer tools, open source projects, APIs, SaaS, and technical infrastructure products, it can be even more effective than Product Hunt.

If a Show HN post hits the front page, it can bring 5,000–20,000 visitors, hundreds of technical comments, and a permanent backlink. The comments directly shape your product — even negative feedback is valuable.

⊗ The Hacker News community rejects advertising and marketing language. Your title must be technical and honest. Phrases like "Revolutionizing X" will instantly destroy your credibility.

Show HN Strategy

Title Format

"Show HN: [Explain what it does in one sentence]" — technical, clear, and hype-free. Example: "Show HN: An open-source alternative to Zapier built on Postgres"

Right Timing

Monday–Wednesday, 07:00–09:00 EST. Weekend posts receive significantly less visibility.

First Comment Is Mandatory

Immediately after posting, write a "maker comment" — explain why the product exists and what problem it solves. Include technical details.

Respond to Comments

Reply to all comments within hours. Approach criticism with curiosity, not defensiveness.

Not a One-Shot Deal

You can Show HN the same product more than once — resubmitting after a major update or pivot is accepted by the community.

Reddit & Indie Hackers: Community Channels

Reddit

reddit.com · 1.8B+ monthly visitors · Free · DR 96

Reddit is an incredibly powerful channel for organic traffic and early users — when you share in the right subreddit with the right message. Key phrase: "right subreddit + right message." Spam or overt self-promotion instantly results in downvotes and bans.

Most valuable subreddits:

- r/SaaS (420K+ members) — the most active community for SaaS products
- r/startups (1.2M+ members) — founder stories and traction sharing
- r/entrepreneur (3M+ members) — broad audience, high engagement
- r/webdev (900K+ members) — developer tools and web products
- r/artificial (800K+ members) — for AI products
- r/SideProject (200K+ members) — ideal for indie makers

Give Value First

Be active in the subreddit for 2–4 weeks before promoting your product. Answer questions, share useful content.

"I Built X" Format

"I built [product] because I was frustrated with [problem]" consistently drives the highest engagement. Be honest and personal.

AMA (Ask Me Anything)

After your launch, run an AMA on r/startups or r/SaaS — be open to all questions.

Subreddit Rules

Every subreddit has its own rules — read the sidebar first and check the self-promotion policy before posting.

Indie Hackers

indiehackers.com · ~800K monthly visitors · Free · DR 78

Indie Hackers is a community where bootstrapped and indie founders share their products, revenue, and growth stories transparently. It was acquired by Stripe and integrates with Stripe Atlas.

Most valuable use cases:

- Create a product page: [indiehackers.com/product/\[product-name\]](https://indiehackers.com/product/[product-name]) — share revenue and growth metrics openly
- Milestone posts: Write growth stories in the format "We hit \$1K MRR" or "100 users in 30 days"
- Interview: The Indie Hackers editorial team selects successful products for interviews — apply to be featured
- Forum: Ask specific questions and get genuine feedback from the community



On Reddit, instead of promoting your product directly, discuss the problem your product solves. Traffic follows naturally — it can't be forced.

AI Tool Directories: The Fastest-Growing Channel of 2026

Between 2024 and 2026, hundreds of AI tool directories emerged — primarily because users started asking "what's out there beyond ChatGPT?" and dozens of new platforms scaled rapidly to meet that demand. This explosion opened a historic window of organic discoverability for AI products: before search engines fully index this space, these directories are dominating the first page for "AI for [task]" searches. However, traffic is concentrated among a handful of major players. Rather than spreading thin across all of them, focusing on the right 4–5 platforms is far more effective — and using a **different, original description** on each platform is essential for SEO health.

There's An AI For That (theresanaiforthat.com)

~2M+ monthly visitors · Free basic listing · DR 72

The clear leader among AI tool directories. Consistently ranks on Google's first page for "AI for [task]" searches. Listing is free — the submit form takes 10 minutes.

- **Title optimization:** The format "[Product Name] — AI-powered [core task] for [target audience]" performs best. Always include a verb in the title.
- **Description strategy:** The first 2 sentences appear in Google's snippet — lead with "What it does" and "Who it's for." 150–200 words is ideal.
- **Category selection:** Add your product to at least 2–3 categories. Writing, Coding, Marketing, Design, and Productivity receive the highest traffic. Choosing a niche category is less competitive than top categories and makes "Tool of the Day" easier to achieve.
- **Featured placement (\$99/mo):** Promotes your listing on the homepage. Algorithm: paid listing + high user saves + active reviews = longer featured duration.
- **"Tool of the Day":** Newly added tools enter editorial review. On launch day, send your users an email asking them to hit the "save" button — save count is the most important factor.
- **Traffic tracking:** Use a UTM-tagged link: ?utm_source=theresanaiforthat&utm_medium=directory&utm_campaign=listing. Track conversions from this source separately in GA4.

Hugging Face (huggingface.co)

~10M+ monthly visitors · Free · DR 89

A must for ML/model-based products. Audience is developers and researchers — the #1 source of technical credibility.

- **Creating a model card:** The README.md in your model repository is your model card. It should include: model description, intended use, training data summary, evaluation metrics, limitations, and usage instructions (with code examples). A poorly written model card = low discoverability.
- **Spaces and demos:** Publish an interactive demo on Hugging Face Spaces using Gradio or Streamlit. Models with demos attract 5–10x more visitors than those without. Spaces are free (CPU); paid options are available for GPU.
- **Getting on Trending:** The trending algorithm factors in: likes + downloads + Spaces visits in the last 24 hours. Announce to your community on launch day and share in Discord/Slack groups. Models published in the morning European time (08:00–10:00 CET) tend to get more visibility.
- **Researcher citation effect:** Researchers cite Hugging Face models in papers — these citations are indexed in Google Scholar and gradually increase domain authority. This platform has the highest long-term SEO value of any directory.
- **Organization account:** Create an "Organization" page under your company name to group multiple models and Spaces. Important for establishing institutional credibility.

TopAI.tools (topai.tools)

~400K monthly visitors · Free listing · DR 55

Category-based AI tool directory. Strong SEO value for "best AI tools for [category]" searches.

- **High-traffic categories:** Writing & Content, Coding & Development, Image Generation, Productivity, and Marketing & Sales receive the most organic traffic. If your product fits one of these, make it your priority.
- **Description optimization:** TopAI.tools ranks listings based on title and the first 80 characters. Write in a "For [target audience] who want to [outcome]" format. Avoid jargon — be benefit-focused.
- **Backlink value:** DR 55 — mid-tier backlink. Provides a dofollow link. Valuable for new products with low domain authority. Free listing, 24–48 hour approval. Prioritize for quick wins.
- **Visual requirements:** Logo (256x256 px PNG) and at least one screenshot are required. Listings without screenshots receive lower visibility on category pages.

AITopTools (aitoptools.com)

~250K monthly visitors · Free listing · DR 48

Category-based directory. Strong SEO value for "best AI tools for [use case]" searches. Particularly strong in productivity and writing categories.

- **Submit process:** Fill out the form and receive approval within 24–48 hours — one of the fastest approval timelines of any directory. Ideal for your initial batch submission.
- **Paid featured placement (\$49/mo):** Sponsored position on the homepage and relevant category pages. A low-cost option to test if you're working with a tight budget.
- **Productivity & Writing focus:** Organic traffic in these categories is 40% higher than other categories. Tailor your description to fit these categories specifically.
- **Backlink profile:** DR 48 — low but dofollow. Valuable for new domains seeking link diversity. Time investment is minimal, so the risk/reward ratio is favorable. Add it in your first week.

Peerlist (peerlist.io)

~150K monthly visitors · Free · DR 55

Developer and maker-focused professional network. Think of it as LinkedIn for technical founders — valuable for establishing technical founder credibility.

- **Add your product as a Project:** Every Peerlist user can add products to their "Projects" section. Include product name, description, screenshot, and link. These profiles are indexed by Google — they surface when someone searches for you by name.
- **Launch feature:** Similar to Product Hunt, Peerlist supports product launches. The developer community is small but highly engaged — conversion quality is high for technical products.
- **Strengthening your maker profile:** Your Peerlist profile is your technical LinkedIn. Add skills, projects, GitHub, and written content. A strong profile transfers credibility to your product — and can serve as a reference in B2B sales conversations.
- **Community engagement:** Regularly share product updates in the Peerlist feed. Technical behind-the-scenes content like "here's why we built this feature this way" consistently drives the highest engagement.

Futurepedia (futurepedia.io)

~1M+ monthly visitors · Free listing · DR 65

Category-based AI tool discovery platform. Its weekly newsletter reaches 200K+ subscribers — featured listings are included in the newsletter.

- **Submit process:** Fill out the form at futurepedia.io/submit. Required: name, URL, short description (100 characters), long description (500 characters), category, screenshot (1280x800 px recommended). Approval takes 3–5 business days.
- **Getting into the newsletter:** Futurepedia editors select their weekly "top new tools" based on listing quality, screenshot professionalism, and clarity of the product description. Write in a "problem → solution → outcome" format rather than generic copy.
- **Featured listing:** Free listing has a 3–5 business day approval window. The paid "Featured" option promotes you on the homepage and relevant category pages — and increases your chances of newsletter selection.
- **"Tool of the Day":** The daily selected product appears at the top of the homepage and is featured in the newsletter. After your listing is approved, reach out directly to the editors to apply.
- **Screenshot is critical:** Futurepedia listing cards are visually driven — a professional, clean product screenshot can increase click-through rate by 3–4x.

AI Tool Hunt (aitoolhunt.com)

~300K monthly visitors · Free listing · DR 52

A Product Hunt-style voting system. Submit on launch day to appear in the daily "top AI tools" list.

- **Voting system:** Resets every day — the tools submitted that day compete for votes, and the highest-voted ones make the "top tools" list. It's an instantaneous race, not cumulative.
- **Launch day tactics:** Submit at 00:01 UTC (more time at the start of the day). Getting 10+ votes in the first 2 hours triggers an algorithm boost.
- **Community mobilization:** Announce simultaneously to your Discord/Slack channels, email list, and Twitter/X. Start with "have you ever run into this problem?" rather than "please vote" — engagement will be higher. Build a mutual support network (maker groups) for votes.
- **Niche traffic quality:** Visitor count is lower, but users are AI-tool-specific — conversion rates are generally higher than general directories.

Product Hunt AI Category

~5M+ monthly visitors · Free launch · DR 91

There's a dedicated "Artificial Intelligence" filter for AI products. In 2026, the AI category is Product Hunt's fastest-growing segment.

- **Correct tagging:** Select the "Artificial Intelligence" category during launch and add relevant sub-tags: #llm, #chatbot, #generative-ai, #developer-tools, etc. Tags directly affect visibility in the AI filter.
- **AI filter and discoverability:** Users with the "AI" filter active have high intent — their demo request and conversion rates are 2x that of general Product Hunt users. Traffic from this filter is small but highly qualified.
- **2026 AI category trends:** Agent-based tools, vertical AI (legal, medical, education), and "AI + workflow automation" combinations are receiving the highest upvotes. Position your product to align with these trends.
- **Maker profile:** Actively participate in the launch as a founder — respond to comments and answer user questions. Maker activity positively influences the upvote algorithm.

Toolify.ai (toolify.ai)

~800K monthly visitors · Free listing · DR 60

Multilingual AI tool directory — a bonus for those looking to break into Asian markets. Features a daily "trending tools" list.

- **Multilingual advantage:** Toolify.ai offers interfaces in Chinese, Japanese, and Korean in addition to English. If you're targeting Asian markets, this platform provides a unique access point — competitors are less active here.
- **Listing process:** Free listing, approval in 2–3 business days. Write your description in English — the platform auto-translates, but a manual English description indexes better.
- **Trending list:** The daily "trending tools" algorithm is based on: most profile views + saves in the last 24 hours. Submit on launch day and announce to your community simultaneously.
- **Paid Sponsored (\$79/mo):** Featured on the homepage. Toolify.ai's homepage receives 25K+ unique visitors per day — sponsored placement delivers high impressions.

Uneed.app (uneed.app)

~100K monthly visitors · Free · DR 45

A Product Hunt-style daily launch platform. Not AI-exclusive, but the AI category is active — small but highly engaged community.

- **Launch mechanism:** Tools submitted each day enter that day's list. At the end of the day, the tool with the most upvotes is named "Tool of the Day" and included in the weekly digest.
- **Upvote campaign:** The Uneed community has a strong mutual support culture. On launch day, join the Uneed Discord, introduce your product, and support other makers' products too. The principle of reciprocity works strongly here.
- **Niche traffic quality:** Visitor count is low, but users are actively hunting for new tools — classic early adopter profile. Activation rates are generally higher than those from large directories.
- **Backlink value:** DR 45 — low backlink value. However, the time investment is minimal (15-minute submit), so the risk/reward ratio is positive. Add it to your first-week submission list.

Recommended submission order and timeline:

1. **Day 1 (Launch day):** Product Hunt AI Category + AI Tool Hunt + Uneed.app — enter voting-based platforms simultaneously to capitalize on launch momentum.
2. **Days 2–3:** There's An AI For That + TopAI.tools + AITopTools — fast approval, high-traffic directories. Submit with UTM-tagged links.
3. **Days 4–5:** Futurepedia + Toolify.ai — platforms with 3–5 business day approval windows. Prepare screenshots in advance.
4. **Week 2:** Hugging Face + Peerlist — platforms that require technical depth. Your model card and Spaces demo should be ready.

Listing freshness: Update every listing on every platform every 3 months — new screenshots, updated descriptions, new features. Stale listings are algorithmically pushed down.

 **Critical warning — duplicate content:** Do not copy-paste the same description to every platform. When Google detects the same text across multiple URLs, it can penalize all of those listings. Write a different version of your description for each platform — tell the same story from a different angle (problem-focused, outcome-focused, technically-focused, etc.). Traffic data changes fast — check every 6 months and update or replace underperforming listings.

Developer Ecosystem: GitHub, StackShare & Dev Platforms

GitHub — The Center of Credibility

github.com · 450M+ monthly visitors · Free · DR 96

GitHub isn't just a code repository — it's the most important signal of developer credibility. If a product has an active repo on GitHub, the developer audience takes it seriously. Even closed-source products should maintain a GitHub presence: a changelog, roadmap, issue tracker, or public SDK repo is enough.

README Quality

Write a clear, technical README with a demo GIF. Structure: "What it does → Why it exists → How to install → Quick start (code example) → Docs link". The first 3 lines appear in GitHub's preview — they need to serve as a hook. A poor README means zero stars and zero forks.

Awesome Lists

Aim to get added to "awesome-[category]" lists on GitHub. Examples: awesome-selfhosted (100K+ stars), awesome-python (220K+ stars), awesome-llm, awesome-chatgpt. Open a PR to these lists — maintainers typically merge active PRs within 1-2 weeks. Each merge brings thousands of organic visitors.

GitHub Star Thresholds

Under 100 stars: low credibility, no one takes it seriously. 100-500 stars: "interesting project" level. 500+ stars: organic discovery kicks in — Awesome Lists, Twitter/X shares, and HN mentions start happening on their own. Collect 100 stars from your network before launch. For your star campaign, announce simultaneously to your Discord/Slack community, email list, and LinkedIn.

Issues & Discussions

Open issues and active discussions signal that the community is alive. Attract contributors with "Good first issue" labels. A closed, silent repo doesn't inspire trust — aim for at least 1 commit or comment per week.

GitHub Sponsors & Releases

Add a GitHub Sponsors button for open-source products. Write "Release Notes" for every major release — these can surface in GitHub Explore. Use semantic versioning (v1.0.0) and link your changelog from the README.

StackShare, Dev.to & Others

StackShare (stackshare.io) — ~2M monthly visitors · DR 68 · Free

"People who use X also use Y" discovery engine. A platform where companies share their tech stacks — stacks from companies like Airbnb, Netflix, and Spotify are viewed thousands of times.

- List your product: stackshare.io/submit
- Get added to the "Alternatives" section of competing tools — these sections attract high-intent traffic
- Gain visibility in the "Stacks" section: create your own company stack and add your product
- To appear on StackShare's "Trending Tools" list, announce to your community during launch week

Dev.to (dev.to) — ~5M monthly visitors · DR 84 · Free

The largest developer community for technical blog posts. Write a tutorial, case study, or "how I built X with [product name]" article. Great content brings thousands of reads and organic backlinks. Content formats (ranked by performance):

- "I built X in Y days using [product]" — personal story + technical detail
- "[Product] vs [Competitor]: A Real-World Comparison" — comparison intent
- "How to [task] with [product] — Step by Step" — tutorial intent

Use the canonical URL feature to cross-post from your own blog — the SEO value stays on your own domain.

Hashnode (hashnode.com) — ~2M monthly visitors · DR 79 · Free

Publish a blog on your own domain (blog.yourproduct.com) and get visibility across the Hashnode network. An alternative or complement to Dev.to. Add your product to Hashnode's "Showcase" section. High SEO value — content published on your own domain gets indexed by Google faster.

Dev Hunt (devhunt.org) — ~150K monthly visitors · Free · DR 42

A Product Hunt alternative specifically for developer tools. A more niche, more technical audience — developers looking for tools, not general consumers. Submit on launch day and write a maker description. Has an upvote system — announce to your community.

i Organic discovery begins once your GitHub star count exceeds 500. To reach this threshold, work actively during the first 30 days: at least 1 commit per day, weekly release notes, and Awesome Lists PRs. The StackShare + Dev.to combination is the lowest-cost, highest-ROI pairing for developer SEO.

E-commerce Marketplaces: Shopify, WooCommerce & Beyond

Shopify App Store

apps.shopify.com · 1.75M+ active Shopify stores · DR 93

For any product with a Shopify integration, the Shopify App Store is non-negotiable. Buyers search for apps directly from the Shopify admin panel — this traffic carries high purchase intent. Shopify's own search engine processes 10M+ queries per month; an integration product not listed in the App Store is practically invisible.

Submission Process (Step by Step)

partners.shopify.com → "Create app" → Implement App Bridge integration → Prepare App Store listing → Submit for review. Approval takes 2–4 weeks. Requirements: HTTPS required, OAuth 2.0 authentication, Shopify API rate limit compliance, GDPR webhooks (mandatory: customers/redact, shop/redact, customers/data_request). Missing webhooks = automatic rejection.

"Built for Shopify" Certification

Shopify's highest quality badge. Surfaces prominently in search results and is shown with a "Recommended" label. Requirements: App Bridge usage, performance score (Lighthouse 90+), security standards, UX review. Certified apps receive an average of **30% more installs** compared to non-certified ones (Shopify Partner Blog, 2025).

Revenue Share Model

Up to the first \$1M in annual revenue: **0% fee**. Above \$1M: **15%**. This threshold applies **annually** — it resets every January 1st. That means you pay no commission on your first \$1M each year. Factor this commission into your pricing model. A monthly subscription model tends to perform better in Shopify's algorithm compared to one-time payments. Stay up to date at partners.shopify.com/change log.

App Store SEO & Rating Management

Search ranking factors (in order of importance): average rating, number of reviews, install count, listing quality, active user rate. **Target a 4.5+ rating** — apps below 4.0 are significantly pushed down in search results. Respond to every review within 24 hours. Reply to negative reviews with a solution-focused tone, not a defensive one — these responses are read by potential buyers.

Category & Keyword Optimization

Category selection in the Shopify App Store directly determines organic visibility. Highest-traffic categories: **Marketing, Store Design, Selling Products, Orders & Shipping**. Place your target keywords in the listing title and the first 160 characters of your description. Competitive analysis: review the listings of your top 5 competitors and target categories and keywords they're missing.

WooCommerce, BigCommerce & Magento

WooCommerce Marketplace (woocommerce.com/products) — 6M+ active WordPress sites · DR 93 · Free listing submission

The largest ecosystem for WordPress-based e-commerce. The WooCommerce audience is more technically independent — they prefer self-hosted solutions and tend to be price-sensitive.

- Read submission criteria at woocommerce.com/document/marketplace-submission-guidelines/
- Publish your plugin on WordPress.org (free version) — this strengthens your WooCommerce Marketplace application
- Freemium model recommended: free core plugin + paid pro version. The free version drives organic traffic on WordPress.org, while the pro version is sold on the WooCommerce Marketplace
- Technical requirements: WordPress Coding Standards, GPL license compliance, security audit

BigCommerce App Marketplace (bigcommerce.com/apps) — ~40K active stores · DR 88

Enterprise e-commerce segment. Smaller than Shopify, but average order value and revenue per customer are significantly higher — companies using BigCommerce typically have \$1M+ in annual GMV.

Apply at: developer.bigcommerce.com → "Become a Partner" → App submission. Approval takes 3–6 weeks. Apply for BigCommerce's "Certified App" program — certified apps are featured on the marketplace homepage. BigCommerce customers switch apps less frequently than Shopify users — churn is lower, LTV is higher.

Magento Marketplace (marketplace.magento.com) — Adobe Commerce ecosystem · DR 87

The gateway to enterprise retail tech. Companies using Magento/Adobe Commerce are typically large-budget enterprise buyers — average extension price is **\$300–\$1,500** (one-time license).

Technical requirements: Magento 2 compatibility is mandatory (Magento 1 support has ended), Adobe Commerce Cloud compatibility is a bonus. Extension Quality Program (EQP) review process: automated code analysis + manual review, 4–8 weeks. Extensions that pass EQP receive the "Magento Verified" badge.

Audience note: The Magento developer ecosystem is small but high-value. Build relationships with Magento Solution Partners — these partners are positioned to recommend extensions to their clients.

❏ Shopify's revenue share policy is updated from time to time. Stay current on rates and policy details at partners.shopify.com/changelog. Build your pricing model with marketplace commissions and churn costs factored in. For WooCommerce and BigCommerce commission rates, review your individual partner agreements.

SEO & Content Strategy: Long-Term Organic Growth

Platform listings drive immediate traffic. SEO and content strategy, on the other hand, compound month over month — six months from now, it could be your largest traffic source.

Keyword Types to Target

"[Competitor] Alternative" Searches

Searches like "Notion alternative", "Slack alternative", or "Zapier alternative" carry high purchase intent — these users are already looking for a solution, they just haven't decided which one to go with.

Create a dedicated landing page for each competitor: formatted as "**[Competitor] vs [Your Product]**", written honestly and evenhandedly. Appearing as an alternative on AlternativeTo and SaaSHub competitor pages directly supports your Google rankings for these searches.

Goal: when someone searches your competitor's name, they find you on the first page.

"Best Tools for [Category]"

Lists like "Best project management tools 2026", "Best AI writing tools", or "Top CRM software for startups" drive both organic traffic and backlinks.

Publish these on your own blog and include your product — but don't only include your product. List genuinely strong alternatives too.

Biased lists destroy trust.

This type of content competes for keywords where G2 and Capterra also rank — with quality content, you can outrank them.

Long-Tail Problem Searches

Specific problem queries like "How to automate invoice sending", "How to track remote team productivity", or "Best way to manage customer feedback".

These users aren't looking for a tool yet — they're trying to **solve a problem**. At the end of your content, introduce your product as a natural solution. Conversion rates are high because the reader is experiencing that exact problem right now.

Use Ahrefs or Semrush to research keyword volumes for the problems your product solves.

Competitor Comparison Pages

Build "[Your Product] vs [Competitor A]" and "[Your Product] vs [Competitor B]" pages. These pages are powerful tools both for organic traffic and during the sales process — prospects actively search for them at the decision stage.

Write honestly and fairly: acknowledge your competitor's strengths, and clearly articulate where your product stands out. Biased content erodes trust and increases bounce rate.

Content Channels & Tactics

- Your Own Blog:** Your primary SEO channel. Write technical tutorials, case studies, "how we built X", and "lessons learned" posts. Aim for at least one piece of content per week. Cross-post to Dev.to and Hashnode using the canonical URL feature — the same content appears on three channels, earning you three backlinks.
- Guest Posts:** Write guest posts for blogs in your space with DR 60+. You gain backlinks, new audiences, and authority. Target 2–3 guest posts per month. In your pitch email, lead with the value you'll deliver to their readers — not your product.
- YouTube:** Product demo videos and tutorials. YouTube is the world's #2 search engine after Google. Add your video transcript to your blog — double the SEO value. A/B test thumbnails and titles. The first 30 seconds are critical for retaining viewers.
- Podcast:** Appear as a guest on industry podcasts. Tell your founder story, share traction numbers. You gain backlinks, brand awareness, and new audiences. Small niche podcasts deliver more targeted traffic than large general-interest shows.
- LinkedIn Newsletter:** The most powerful organic channel for B2B products. Share weekly insights, industry analysis, or a "what I learned this week" format. LinkedIn's algorithm distributes newsletter content organically — no ad budget required.
- Twitter/X Threads:** High viral potential. Formats like "I built X in 30 days", "10 lessons from our first 100 customers", and "We went from 0 to \$10K MRR — here's how" consistently generate the highest engagement. Include your product link in the final tweet of the thread.
- Email Newsletter:** Grow your own email list. Email capture on your landing page is non-negotiable. Send weekly or biweekly. Your email list is the only channel you truly own — independent of any platform's algorithm.
- Webinar & Demo:** Run live demos for prospective customers. Record the session, upload it to YouTube, and embed it in your blog. Delivers both lead generation and SEO value.

 SEO results arrive with a 3–6 month lag. Content you publish today will drive traffic six months from now. Patience is essential — but the compounding is permanent.

Press & PR Outreach: Media Visibility

Which Media Channels Should You Target?

Tier 1 Tech Media

TechCrunch, VentureBeat, The Verge, Wired, Fast Company. Massive traffic but extremely competitive — editors receive hundreds of pitches per day. Landing coverage in these outlets requires a strong news hook: a funding announcement, a major enterprise customer win, industry-impacting research, or a viral traction story.

Instead of cold emailing, build relationships with journalists on Twitter/X first — read their articles, comment, share. **A pitch from a familiar name gets 3x more responses.**

Target: 2–3 months after launch, once your traction story is clear.

Niche Industry Publications

Publications specific to your product category are far more accessible than Tier 1 and drive much more targeted traffic — their readership is exactly your target buyer.

- **HR Tech:** SHRM, HR Dive, HR Technologist
- **Fintech:** Finextra, Finovate, The Financial Brand
- **Martech:** MarTech Series, MarTech Alliance, Chief Martec
- **DevTools:** InfoQ, DZone, The New Stack
- **E-commerce:** Practical Ecommerce, Retail Dive
- **SaaS general:** SaaStr Blog, ChartMogul Blog, Baremetrics Blog

Newsletters

Newsletter mentions convert much faster than press coverage — subscribers are already interested in the topic, which is why they signed up.

- **TLDR Newsletter** (1.6M+ subscribers, all editions 7.2M+) — developer and tech audience, sponsorship \$500–2,000/day
- **Lenny's Newsletter** (1.2M+ subscribers) — product and growth, pitch for editorial mention
- **Hacker Newsletter** — curates the best HN content, free mention possible
- **Morning Brew** (4M+ subscribers) — general tech, sponsorship is pricey but reach is broad
- **Niche newsletters:** Industry-specific newsletters with 5K–50K subscribers are much more accessible, sponsorship \$50–500

Podcasts

- **Indie Hackers Podcast** — for bootstrapped founders, traction story required
- **SaaStr Podcast** — B2B SaaS, enterprise-focused
- **My First Million** — high viral potential, broad audience
- **Lenny's Podcast** — product and growth, highly competitive
- **Niche industry podcasts:** Smaller shows with 1K–20K listeners are much more accessible. Use **podcastguests.com** or **matchmaker.fm** to apply as a guest.

PR Outreach Strategy

Create News Value

"We launched our product" is not news. Why should a journalist's readers care? Strong news hooks:

- **Traction:** "First 60 days: \$15K MRR, zero ad spend"
- **Customer:** "Fortune 500 company X deploys [product] to 500 employees"
- **Research:** "Problem Y reduces [industry] efficiency by 73% — we found a solution"
- **Trend:** "Since ChatGPT's launch, the [category] market has grown 3x — and so have we"

Without a traction story, it's too early for PR — build the product first.

Journalist Research

Find the journalists covering your product category at your target publication. Tools: **Muck Rack** (muckrack.com), **Cision**, or simply the publication's "author" page.

Read the journalist's last 10 articles — what angle do they take, which companies do they cover, what do they consider news? Follow them on Twitter/X, share their articles, leave thoughtful comments. **Send your pitch 2–3 weeks later.**

Pitch Email Template

Subject: "[Company] — [One-sentence news hook]" (max 8 words)

"Hi [Name],

[Specific reference to the journalist's recent article — 1 sentence].

[Product name] is a [category] tool that solves [problem]. [Traction number] — in [timeframe], with [zero/minimal] ad spend.

[Why this matters to their readers — 1 sentence].

Happy to share a demo or more details. [Name]"

Total: 5 sentences, under 100 words.

Press Kit Contents

Have these ready to send the moment a journalist expresses interest:

- **Logo package:** SVG + PNG (white and color versions, transparent background)
- **Founder photo:** Professional, high resolution (min 1MB)
- **Product screenshots:** 5–10 images, high quality
- **One-pager:** Product, problem, solution, traction, team — 1-page PDF
- **Traction numbers:** MRR, user count, growth rate
- **Customer quotes:** 2–3 approved quotes from customers

Keep everything in a single **Google Drive folder** and have the link ready to share.

Timing & Follow-up

Best PR timing: **24–48 hours after your Product Hunt launch** — a "#1 Product of the Day" story is much easier to place.

Send pitches Tuesday–Thursday, 9:00–11:00 AM EST. Monday and Friday see lower response rates.

Send a single follow-up 5–7 days after your first email: *"Hi [Name], just following up on the email I sent last week. I think this could be a great fit for your readers — [1 sentence of new information]."*

More than one follow-up is considered spam.

Measurement & Analytics: Which Metrics Should You Track?

If you don't track the right metrics after platform listings and launch activities, you'll never know what's actually working. Each channel has its own success criteria.

Platform-Based Success Metrics

Product Hunt

- Daily ranking (top 10 is the goal, top 3 is ideal)
- Number of upvotes and comments
- Launch day visitor count and signup rate
- Referral traffic (producthunt.com source in Google Analytics)

G2 / Capterra / TrustRadius

- Number of reviews (target: 10 → 20 → 50+)
- Average rating (4.0+ required, 4.5+ ideal)
- Profile views (from G2 dashboard)
- "Leads" or "Buyers" clicks
- Badge achievement (High Performer, Momentum Leader)

SEO & Organic

- Organic traffic (Google Search Console)
- Keyword rankings (Ahrefs or Semrush)
- Number of backlinks and DR growth
- Rankings for "[Competitor] alternative" searches

Overall Growth

- MRR (Monthly Recurring Revenue)
- CAC (Customer Acquisition Cost) — broken down by channel
- Conversion rate — visitor to trial, trial to paid
- Churn rate — which channels bring users who stick around longer?

Tools & Setup

Google Analytics 4: Track traffic and conversions across all channels. Use UTM parameters to define a separate source for each platform.

Google Search Console: Organic search performance. See which keywords are driving traffic and which pages are ranking.

Hotjar / Microsoft Clarity: Heatmaps and session recordings. See where visitors click on your landing page and where they drop off.

Mixpanel / Amplitude: In-product event tracking. See which features are being used and where drop-off occurs.

Ahrefs / Semrush: SEO and backlink tracking. Competitor analysis and keyword research.

UTM Parameters: Create a unique UTM link for each platform.
Example: ?
utm_source=producthunt&utm_medium=launch&utm_campaign=2026-07

⚠ Calculate CAC on a per-channel basis. If a channel brings in 1,000 visitors with 0 conversions, the time you're spending on that channel is wasted. Traffic volume doesn't matter — conversion quality does.

Platform Priorities by Product Type

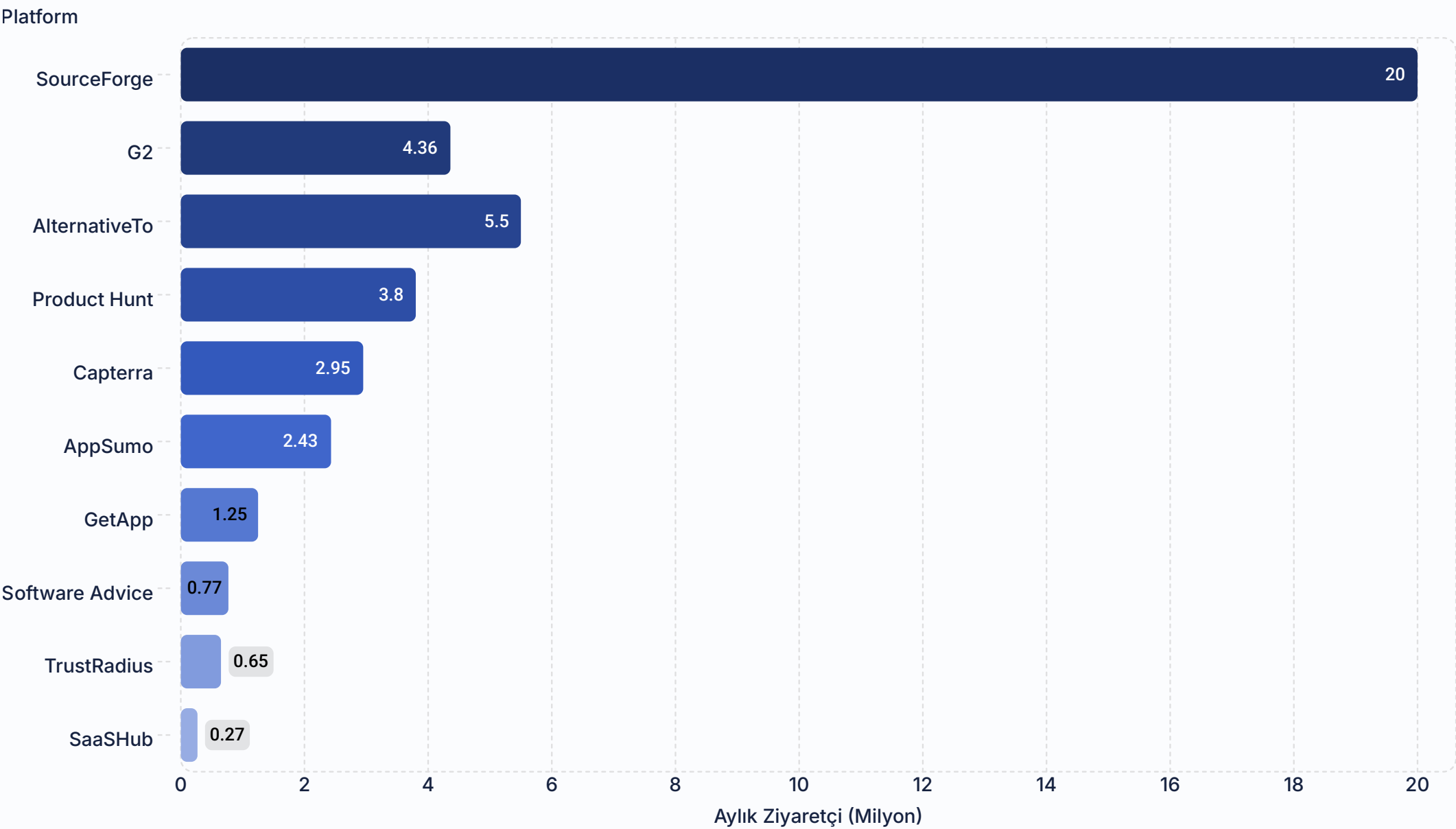
Not every platform is ideal for every product. The platforms you should prioritize vary depending on your product type.

 B2B SaaS G2, Capterra, TrustRadius, Product Hunt B2B buyers check an average of 3–5 review platforms before making a purchase decision. Without G2, you can't make it onto enterprise shortlists — 10+ reviews are the key to that door, and the badge system (High Performer, Momentum Leader) provides powerful social proof throughout the sales process. Capterra + GetApp + Software Advice are activated with a single submission and reach a broad buyer pool from SMBs to enterprise. TrustRadius's long-form reviews (500–2,000 words) are used as a gold-standard resource in enterprise vendor evaluations. <i>Open your G2 profile at least 2 weeks before launch; kick off your review campaign during launch week.</i>	 Consumer App Product Hunt, BetaList, AppSumo, Reddit For consumer apps, spending time on B2B platforms (G2, Capterra) is the most common mistake — those platforms are designed for enterprise buyers. Product Hunt can bring 1K–3K visitors if you hit the top 10 on the right day, and 5K–15K if you reach the top 3. BetaList builds a qualified early adopter waitlist of 200–1,000 before launch — this waitlist typically accounts for 40–60% of your launch day upvotes. AppSumo offers fast cash flow and a traction story, but takes a 30–50% commission; factor in LLM costs for AI-powered products. On Reddit, provide genuine value in r/SaaS and r/startups — don't spam. <i>Submit to BetaList 1–2 months before Product Hunt to build your waitlist.</i>	 Developer Tool Hacker News, GitHub, SourceForge, StackShare Developer audiences respond to technical credibility, not ads. Hacker News Show HN can be even more effective than Product Hunt for developer tools — technical comments directly shape the product and drive high-quality traffic. On GitHub, README quality and star count are the #1 trust signal; aim to get added to Awesome Lists. SourceForge's 33M+ monthly visitors still make it a strong channel for open source and developer tools. Write technical tutorials on Dev.to and Hashnode — organic traffic compounds month over month. <i>Schedule your Show HN and GitHub launch on the same day; hold Product Hunt for 1–2 days later.</i>	 AI/ML Product Product Hunt, There's An AI For That, Futurepedia, Hugging Face AI tool directories exploded in 2025–2026 — there are hundreds of directories, but traffic is concentrated in a handful of major players. Product Hunt's AI category is the fastest-growing segment in 2026; make sure to add the "AI" tag at launch. There's An AI For That (~2M+ monthly visitors) is the leader among AI tool directories — there's no reason to skip the free listing. Hugging Face is essential for ML/model-based products; create a model card and Space, as developer trust flows from here. G2's AI categories capture enterprise AI buyers. <i>Focus on the top 3–4 AI directories — traffic data shifts every 3 months, so don't spread yourself too thin.</i>
 Mobile App App Store, Google Play, Product Hunt, AppAdvice For mobile apps, store optimization comes before external platforms — without ASO (App Store Optimization), no external channel can save you. Your title, keywords, first 3 lines of description, and screenshots directly affect rankings. If your rating drops below 4.0, organic visibility decreases significantly; respond to user reviews quickly and time your in-app review prompts carefully. Product Hunt is still a valuable launch channel in the "Mobile Apps" category. AppAdvice offers editorial review opportunities for iOS discovery. <i>Dedicate your 30-character App Store title limit to your most important keyword; the first 3 screenshots should visually communicate your value proposition.</i>		 E-commerce / Retail Tech Shopify App Store, WooCommerce, BigCommerce, Magento For e-commerce / retail tech products, general SaaS directories (G2, Capterra) are secondary — your core buyer audience searches directly in platform marketplaces. If you have a Shopify integration, the Shopify App Store is non-negotiable: 1.75M+ active stores with high purchase intent traffic. Listing is free, but Shopify's revenue share is typically 20% — price your product accordingly. The "Built for Shopify" certification boosts credibility; apply for it. WooCommerce Marketplace reaches 6M+ active WordPress sites; BigCommerce and Magento capture the enterprise segment. <i>Whatever platform you're targeting, get into that platform's marketplace first — these channels convert before general directories do.</i>	

 * For developer tools, Hacker News (Show HN) can sometimes be even more important than Product Hunt.

Platform Traffic Comparison

The data below reflects verified monthly traffic figures from Semrush for the May–June 2026 period. Numbers vary month to month; use them for relative scale, not exact values.



 Traffic can be misleading. SourceForge may appear to lead in raw volume, but G2 and Capterra are far more valuable in terms of buyer quality and purchase intent. When evaluating platforms, the key criterion isn't "monthly visitors" — it's "how likely is my target buyer segment to be on this platform."

8-Week Launch Playbook: Core Infrastructure

The following timeline assumes an 8-week launch process. Anything shorter than 4 weeks leaves preparation incomplete. Each step is a prerequisite for the next.

01

Week -8 / -6: Core Infrastructure

Landing page ready — mobile-friendly, fast-loading (passes Core Web Vitals), email capture form clear and visible. Analytics set up: Google Analytics 4 + Hotjar (heatmap) + Mixpanel (event tracking). Domain must be 6+ months old — new domains can cause issues with G2/Capterra approval. LinkedIn Company Page, Twitter/X, and Crunchbase profile created. Product demo video ready (60–90 seconds, with voiceover).

03

Week -4 / -2: Content & Community Building

Build waitlist — target minimum 300–500 emails (40–60% of launch day upvotes will come from here). Research hunters for Product Hunt: reach out to people who hunted top 5 products in your category in the last 30 days. Prepare a 20–30 person "support squad" — real users who will comment in the first hour on launch day. Prepare a blog post or tutorial (for SEO + Product Hunt maker comment). Share founder story on Indie Hackers — start building community early.

02

Week -6 / -4: Platform Profiles

Open G2 profile — approval takes 3–7 business days, start early. Capterra + GetApp + Software Advice via single submission (capterra.com/vendors) — approval takes 5–10 business days. Set up Product Hunt "Ship" page and start collecting subscribers. BetaList submission (~\$39 paid; free queue is now very long). Create AlternativeTo and SaaSHub profiles — free, completed in 1 hour. Open SourceForge listing.

04

Week -2 / -1: Final Preparation

Soft launch: give waitlist early access, collect feedback from first 20–50 users, fix critical bugs. For your Product Hunt page: prepare tagline (max 60 characters), 3–5 screenshots, 1 GIF/video, and a maker comment draft. Write a hour-by-hour timeline for launch day and distribute to your support squad. Prepare email templates for the G2/Capterra review campaign — you'll kick this off immediately after launch.

Launch Day & Post-Launch Playbook

Launch Day (Tuesday/Wednesday/Thursday)

- **00:01 PST** — Product Hunt goes live, publish your maker comment immediately
- **00:15 PST** — Activate support squad: post first comments, start upvoting
- **06:00 PST** — Show HN submission (if it's a developer tool)
- **08:00 PST** — Send launch email to waitlist (short, direct, include PH link)
- **09:00 PST** — LinkedIn founder post + Twitter/X thread goes live
- **10:00 PST** — Reddit: organic posts in r/SaaS, r/startups, r/entrepreneur
- **All day** — Respond to Product Hunt comments within 2 hours, give a personal reply to every comment
- **18:00 PST** — Check daily ranking, make a final push if needed

Post-Launch Week 1

- Ask early users for G2 and Capterra reviews (FTC-compliant, personal email)
- Review analytics: which channel drove the highest-quality traffic, calculate CAC
- Press outreach: TechCrunch, VentureBeat, niche industry blogs
- Apply to AppSumo (if applicable — appsumo.com/partners)
- Share your Product Hunt results post (what you learned, how many users came)

+30 Days

- Target your first 10 reviews on G2, Capterra, and TrustRadius — collect via campaign
- Submit to secondary directories: SaaSHub, SourceForge, vertical-specific directories
- Launch SEO content: target long-tail keywords like "[Competitor] alternative" and "best tools for [Category]"
- Add your product as an alternative on your competitors' AlternativeTo pages
- Publish your first case study or customer story

+90 Days

- Target 20+ reviews on G2/Capterra — category visibility increases significantly at this threshold
- Analyze your ranking on category pages, strengthen weak areas
- Check the criteria required for G2 "High Performer" or "Momentum Leader" badges
- Evaluate Capterra PPC: test it once unit economics are clear (\$3–25/click)
- Start podcast and speaking outreach — build founder credibility

FTC-Compliant Review Collection Strategy

Creating profiles on platforms like G2, Capterra, and TrustRadius is just the first 20%. The remaining 80% is consistently collecting reviews. **FTC 2024 rule:** Deceptive review practices carry a civil penalty of **\$51,744 per violation**.

✅ What's Allowed

- Offering incentives to all reviewers in exchange for writing a review (gift cards, donations, etc.)
- Asking for reviews from NPS respondents who score 9–10 (as a measure of interest, not segmentation)
- G2: max \$100, standard \$25 incentive — automatic disclosure label is added
- Capterra / GetApp / Software Advice: incentives allowed through vendor referral programs, disclosure required

❌ Strictly Prohibited

- Rewarding only positive reviews — FTC violation (\$51,744/violation)
- "Review gating" — sending review links only to happy customers while redirecting unhappy ones to a private form
- Google Reviews, Yelp, Apple App Store, Google Play: no incentives of any kind — strictly prohibited

Wrong: "Give us five stars and I'll send you a \$25 gift card."

Right: "Hi Alex, you've been using [Product] for 6 weeks now. Would you be willing to write a short, honest review on G2? As a thank-you for your time, we'll send a \$25 Amazon gift card for your honest feedback — even if it's critical."

Right & Wrong Times to Ask for Reviews

✅ Right Times

- **2–4 weeks** after actively using the product
- After a positive support interaction
- After a feature request has been addressed
- After renewal at billing cycle (confirmed repurchase intent)
- Gave **9–10** on an NPS survey

❌ Wrong Times

- New signup — hasn't had time to understand the product yet
- While a support ticket is still open
- Immediately after reporting a bug
- During the cancellation process

Sustaining a Steady Review Flow

- Enroll every new customer in a review request sequence within the first 60 days
- Track "review requested" and "review completed" fields in your CRM
- Set a monthly goal of at least 3–5 new reviews
- Deliver rewards quickly — within 24–48 hours of the review going live

Budget Planning: Three Scenarios

Zero Budget (Bootstrap)

Product Hunt, G2, Capterra, GetApp, Software Advice, AlternativeTo, SaaSHub, SourceForge, Hacker News, Reddit, Indie Hackers — all free. Total: **\$0** (excluding BetaList). Time investment: 8–12 weeks. A quality launch is possible, but patience is required.

Moderate Budget (\$500–2,000)

- BetaList submission: \$129 (standard)
- BetaList fast-track: \$249 (live within 48 hours)
- Product Hunt launch visuals + professional GIF production: \$100–300
- G2/Capterra first 20 reviews incentive: \$500 (20 × \$25 gift cards)
- Landing page + professional demo video production: \$500–1,000
- **Total: ~\$1,500**

Serious Budget (\$5,000–15,000)

- Launch PR + content agency: \$2,000–5,000 (no payment to Product Hunt itself, but agency for preparation and distribution)
- PR outreach service: \$2,000–4,000
- Intensive review acquisition campaign: \$1,000–2,000
- Capterra PPC first 3 months: \$1,500–3,000
- **Total: ~\$10K**

This level only makes sense post-pre-seed or post-seed — without product-market fit, this budget will be wasted.

  Paying hunters or buying upvotes on Product Hunt is a strict rule violation — it results in account bans and launch removal. No agency can guarantee this legitimately.

Quick Checklist

Pre-Launch (T-8 Weeks)

- ☐ Domain is at least 6 months old — new domains cause issues with G2/Capterra approval
- ☐ Landing page ready: mobile-friendly, passing Core Web Vitals, load time under 3s
- ☐ Email capture form visible and working — target: 300-500 waitlist signups
- ☐ Google Analytics 4 installed with active event tracking
- ☐ Hotjar or Microsoft Clarity installed (heatmap + session recording)
- ☐ Mixpanel or Amplitude installed (in-product event tracking)
- ☐ LinkedIn Company Page, Twitter/X, and Crunchbase profile created
- ☐ 60-90 second demo video ready (with voiceover)
- ☐ G2 profile application submitted (approval: 3-7 business days)
- ☐ Capterra + GetApp + Software Advice application submitted (capterra.com/vendors, approval: 5-10 business days)
- ☐ BetaList submission done (\$129 standard / \$249 fast-track)
- ☐ AlternativeTo profile created (free, takes ~1 hour)
- ☐ SaaSHub profile created (free)
- ☐ SourceForge listing opened (free)
- ☐ Product Hunt "Ship" page ready, collecting subscribers

Pre-Launch (T-4 Weeks)

- ☐ Waitlist has reached 300+ emails
- ☐ Product Hunt hunter research completed (people who hunted top 5 products in your category in the last 30 days)
- ☐ 20-30 person support squad ready and briefed
- ☐ Hour-by-hour launch day timeline sent to support squad
- ☐ Blog post or technical tutorial written (for SEO + PH maker comment)
- ☐ Founder story published on Indie Hackers
- ☐ Soft launch completed: early access given to waitlist, feedback collected from first 20-50 users
- ☐ Critical bugs fixed
- ☐ Product Hunt page finalized: tagline (max 60 characters), 3-5 screenshots, 1 GIF/video
- ☐ Maker comment draft ready (explaining why the product exists, with technical detail)
- ☐ Email templates ready for G2/Capterra review campaign
- ☐ UTM parameters defined for each platform (?utm_source=producthunt&utm_medium=launch, etc.)
- ☐ Press kit ready: logo (SVG+PNG), founder photo, product screenshots, one-pager PDF

Launch Day

- ☐ 00:01 PST — Product Hunt live, maker comment posted immediately
- ☐ 00:15 PST — Support squad activated: first comments posted, upvotes cast
- ☐ 06:00 PST — Show HN post submitted (if developer tool)
- ☐ 08:00 PST — Launch email sent to waitlist (short, direct, includes PH link)
- ☐ 09:00 PST — LinkedIn founder post published
- ☐ 09:30 PST — Twitter/X thread published
- ☐ 10:00 PST — Reddit posts shared (r/SaaS, r/startups, r/entrepreneur)
- ☐ Throughout the day: Product Hunt comments responded to within 2 hours
- ☐ 18:00 PST — Daily ranking checked
- ☐ Analytics monitored in real time (GA4 + Mixpanel)

Post-Launch: 30 Days

- ☐ G2 reviews requested from first users (FTC-compliant, personal email)
- ☐ Capterra reviews requested from first users
- ☐ Analytics reviewed: which channel drove the highest-quality traffic, CAC calculated
- ☐ Product Hunt results post shared (what was learned, how many users came)
- ☐ AppSumo application submitted (if eligible — appsumo.com/partners)
- ☐ PR outreach started: pitches sent to niche industry publications
- ☐ Secondary directory submissions completed
- ☐ SEO content plan launched: targeting "[Competitor] alternative" and "best tools for [Category]" keywords
- ☐ Product added as an alternative on competitors' AlternativeTo pages

Post-Launch: 90 Days

- ☐ G2 review count reached 10 (minimum threshold for badge)
- ☐ Capterra review count reached 10
- ☐ G2 "High Performer" or "Momentum Leader" badge criteria reviewed
- ☐ Ranking analysis completed on category pages
- ☐ Capterra PPC evaluated (try if unit economics are clear, \$3-25/click)
- ☐ First case study or customer story published
- ☐ Podcast and speaking outreach started
- ☐ Email newsletter list reached 1,000+ subscribers
- ☐ GitHub star count at 100+ (if developer tool)
- ☐ Monthly organic traffic grew 2x compared to pre-launch

Closing: Right Platform, Right Time, Right Message

This guide was created for every founder and product team looking to make their app visible in the US market. Its purpose is to give you a map in this complex and fragmented world.

Don't treat platforms as a spam list. Using the right platforms at the right time, with the right message and the right preparation, is far more effective than randomly submitting to 250 directories.

Data Freshness

All traffic figures in this version are based on current measurements from Similarweb and Semrush. Numbers can change monthly – re-verification every 6 months is recommended.

Key Takeaway

A launch strategy without Tier 1 platforms (Product Hunt, G2, Capterra) isn't a strategy – it's a coincidence. Be present across all three layers: Launch + Trust + Discovery.

Successful Launch

With the right preparation, proper sequencing, and an FTC-compliant review strategy, lasting visibility in the US market is achievable. Wishing you a successful launch.

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