

The 5 pages that get your SaaS *cited* by AI.

A page-by-page audit checklist. Print it, walk your site, tick what is done. These are the pages ChatGPT, Perplexity, and Google AI Overviews actually pull into answers.

Most SaaS publish 60 blogs and miss the 5 pages that get cited. Blogs answer what people already searched. These five answer what buyers ask an AI before they ever reach you.

HOW TO USE Go page by page. If a box is unchecked, that page is invisible to AI. Fix the unchecked ones first. A half-built page does not get quoted.

01 Comparison page

"YOU VS COMPETITOR"

Why AI cites it: "Is [you] better than [competitor]" is a decision query. The model needs a structured answer, and it quotes whoever gives the cleanest one.

- A dedicated page exists for each major competitor, not one buried section.
- The competitor is named in the **H1** and the URL slug.
- A real comparison table covers price, core use case, and integrations.
- You name the one thing the competitor does better. Honesty gets cited, hedging does not.
- A one-line verdict states who each tool is for.

CITED WHEN

The table is real HTML text, not a screenshot, and the competitor is named in plain language the model can match to the query.

02 Alternatives page

"ALTERNATIVES TO X"

Why AI cites it: Buyers ask for alternatives when a tool is too expensive, too complex, or sunsetting. That list gets pulled almost verbatim.

- A page titled clearly for the alternatives query exists for your category and your top rivals.
- It lists real alternatives, including ones better than you for narrow cases.
- You appear in context, not forced to a fake number one.
- Each entry has a one-line "best for" so the model can match intent.
- The list is scannable: name, one line, link. No wall of paragraphs.

CITED WHEN

You read as the editor of the shortlist, not a name begging to be on it.

Why AI cites it: Cost is one of the most asked SaaS questions in AI. A "contact sales" wall returns nothing, so the model invents a number or quotes a competitor.

- Tiers and a starting price are visible in plain text, not locked in an image or a calculator widget.
- Each plan lists what it includes in readable copy.
- A short FAQ answers the cost question directly in the first sentence.
- If pricing is custom, you still state a starting point or a range.
- Currency and billing period are spelled out, not implied.

CITED WHEN

There is a number on the page. No price on the page means no price in the answer.

Why AI cites it: When someone asks AI to define a term, it cites whoever defined it cleanest. In a new category, that should be you.

- A glossary or definition hub exists with one term per page.
- Each page opens with a 40 to 60 word answer, then goes deeper below.
- The first paragraph is a standalone, quotable definition.
- FAQ and definition schema mark up the answer so it is machine-readable.
- Internal links connect each term to the product page it relates to.

CITED WHEN

The opening line answers the question completely on its own, before any setup.

Why AI cites it: Result queries pull case-study pages. Vague praise gets skipped. A named, dated, numeric result gets quoted.

- One page per result, not a single grid of logos.
- Each page leads with the metric, the client, and the timeframe in plain text.
- The method sits below the headline number, so the claim is verifiable.
- Numbers are specific. "Up to 3x" is weaker than "2.4x in 90 days."
- A pull quote from the client names a role, not just a first name.

CITED WHEN

The claim is attributable. A number AI can point to beats one it cannot.

Building all 60 blogs and still invisible?

Build the *5 pages* AI cites.

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AEO · SEO · AI-VISIBLE WEB DESIGN

Found a gap? DM "[5 PAGES](#)" on the platform you grabbed this from, and I will walk your site page by page.