

AI VISIBILITY REPORT

SAMSUNG

<https://samsung.com>



A

AI Visibility Grade

Scored 13 August 2026 | Report ID: 0b06-0b2e | (Beta)

EXECUTIVE SUMMARY

85
/ 100 (BETA)
Grade A
Excellent

Samsung achieved an AI Visibility Score of 85/100, earning a Grade A (Excellent) rating. This score reflects how prominently the business appears in responses from major AI platforms when customers search for products or services in this category.

3 of 3 AI providers mentioned Samsung in their recommendations.

The score is calculated across two pillars: Controllable Signals (60%) covering structured data, website quality, content, and online presence; and AI Awareness (40%) covering whether AI models mention, recommend, and rank the business positively.

Report generated: 13 August 2026 | <https://samsung.com>

SCORE BREAKDOWN

The following table shows each scoring pillar, its contribution weight, the score achieved, and the key signals that drove that score.

PILLAR	SCORE	WEIGHT	DETAILS
Structured data	62/100	35%	JSON-LD detected: WebSite, WebPage, Corporation
Crawlability	100/100	20%	AI crawlers allowed; sitemap present
Content clarity	92/100	20%	Title: yes · Meta: yes · H1s: 1 · Heading levels: 3 · dateModified: no · Lists: no
AI-native signals	100/100	25%	llms.txt: yes · OG: yes · Twitter: yes · HTTPS: yes · Bing: no · G2: no · Crunchbase: no
AI awareness	85/100	40%	3/3 models mentioned you. Avg sentiment: 0.20. Avg recommendation rank: 1.7.

AI PROVIDER ANALYSIS

The table below shows what each major AI platform said about Samsung when asked to recommend businesses in this category.

PROVIDER	MENTIONED	SENTIMENT	POSITION	SUMMARY
ChatGPT	Yes	Neutral	#2	Samsung is a South Korean multinational conglomerate renowned for its diverse range of products and services, including smartphones, televisions, home appliances, and semiconductors. Founded in 1938, the company has grown to become a global leader in technology and innovation....
Claude	Yes	Positive	#1	# Samsung Overview Samsung is one of the world's largest multinational conglomerates, headquartered in South Korea. They operate across multiple sectors including consumer electronics (smartphones, televisions, home appliances), semiconductors, displays, and enterprise...
Gemini	Yes	Neutral	#2	Samsung is a globally recognized brand offering a vast array of electronics and home appliances. Their product lineup includes smartphones, televisions, smartwatches, tablets, laptops, and various home appliances like refrigerators, washing machines, and dishwashers. They are...

RECOMMENDATIONS

The following recommendations are prioritized by estimated impact on your AI Visibility Score.

MEDIUM PRIORITY

Complete your Organization schema fields

+6 points

STRUCTURED DATA

Your Organization schema is missing key fields. AI models use `name` to identify you and `telephone`/`address` to answer 'how do I contact X'. Add the missing fields to unlock the full score.

Declare your social profiles in your Organization schema (sameAs)

+4 points

STRUCTURED DATA

Your site links to 4 social profiles (Facebook, Twitter / X, Instagram, YouTube), but your Organization schema has no sameAs array declaring them. sameAs is how AI models confirm those profiles and your website are the same entity — without it, signals from your social presence don't consolidate onto your business.

```
"sameAs": [  
  "https://www.facebook.com/SamsungUS",  
  "https://twitter.com/SamsungUS",  
  "https://www.instagram.com/samsungmobileusa",  
  "https://www.youtube.com/samsungus"  
]
```

Add an FAQ schema with common questions

+6 points

STRUCTURED DATA

FAQ schemas are heavily mined by AI chatbots. Pick the 5–10 questions customers actually ask and answer them on your site with FAQPage markup.

```
FAQ-SCHEMA.HTML  
<script type="application/ld+json">  
{  
  "@context": "https://schema.org",  
  "@type": "FAQPage",  
  "mainEntity": [  
    {  
      "@type": "Question",  
      "name": "Do you offer a free trial?",  
      "acceptedAnswer": {  
        "@type": "Answer",  
        "text": "Yes, we offer a 14-day free trial with no credit card required."  
      }  
    }  
  ]  
}  
</script>
```

Add dateModified to your Article or Blog schema

+4 points

CONTENT CLARITY

Content under 13 weeks old earns 3.2x more AI citations. dateModified in Article or BlogPosting JSON-LD is how AI crawlers read freshness without guessing from visible text. Without it, recently updated content appears stale to retrieval models.

```
<script type="application/ld+json">
{
"@context": "https://schema.org",
"@type": "Article",
"headline": "Your Article Title",
"datePublished": "2026-01-01",
"dateModified": "2026-07-16",
"author": {
"@type": "Organization",
"name": "Samsung"
}
}
</script>
```

Submit to Bing Webmaster Tools

+4 points

AI-NATIVE

87% of ChatGPT's inline brand links come from Bing search results - ChatGPT uses Bing as its live retrieval layer, not Google. A business absent from Bing may earn AI mentions without ever earning AI links.

Create or claim your G2 profile

+3 points

AI-NATIVE

ChatGPT cross-references G2 alongside Wikipedia and Crunchbase to confirm entity identity before embedding an inline link. Consistent descriptions across these sources tell ChatGPT your brand is a confirmed entity worth linking.

Create or claim your Crunchbase profile

+3 points

AI-NATIVE

Crunchbase is one of three named entity-grounding sources ChatGPT checks before linking a brand. A missing or inconsistent Crunchbase description introduces entity ambiguity and reduces inline link probability.

ChatGPT ranks you #2, not first

+3 points

AI AWARENESS

When asked to rank options in your category, ChatGPT placed you at #2. Customers who ask AI for a single recommendation are being sent to whoever ranks above you.

Gemini ranks you #2, not first

+3 points

AI AWARENESS

When asked to rank options in your category, Gemini placed you at #2. Customers who ask AI for a single recommendation are being sent to whoever ranks above you.

LOW PRIORITY

Structure key information as bullet or numbered lists

+2 points

CONTENT CLARITY

80% of ChatGPT-cited pages use lists. AI models parse bullet and numbered lists more reliably than dense prose when extracting facts. Converting services, features, or steps into a list on your homepage is the fastest content change you can make.

Add alt text to 3 images

+2 points

CONTENT CLARITY

3 of your images are missing alt text. Descriptive alt text (e.g. "team working in our Harare office") improves both accessibility and AI understanding of your page.

SAFE AI INTEGRATION FOR YOUR BUSINESS

AI is reshaping how customers discover and choose businesses. Glance helps African enterprises integrate AI safely into their workflows, improving team productivity, customer acquisition, and revenue without the compliance and reputational risks of moving too fast.

Our engagements cover AI Visibility Audits, Agentic Workflow Design, and Custom AI Integrations tailored to your industry. Every engagement starts with your AI Visibility Score as the baseline and ends with measurable improvement.

GET IN TOUCH

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