

## AI VISIBILITY REPORT

# APPLE

<https://apple.com>



# B

AI Visibility Grade

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Scored 5 July 2026 | Report ID: 10c7-246d | (Beta)

## EXECUTIVE SUMMARY

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**76**  
/ 100 (BETA)  
**Grade B**  
Good

Apple achieved an AI Visibility Score of 76/100, earning a Grade B (Good) 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 Apple 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.

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# 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   | 52/100  | 35%    | JSON-LD detected: Organization, WebSite, Web-Page  |
| Crawlability      | 100/100 | 20%    | AI crawlers allowed; sitemap present               |
| Content clarity   | 67/100  | 20%    | Title: yes · Meta: no · H1s: 1 · Heading levels: 3 |
| AI-native signals | 50/100  | 25%    | llms.txt: no · OG: yes · Twitter: no · HTTPS: yes  |
| AI awareness      | 94/100  | 40%    | 3/3 models mentioned you. Avg sentiment: 0.67.     |

# AI PROVIDER ANALYSIS

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

| PROVIDER | MENTIONED | SENTIMENT | POSITION | SUMMARY                                                                                                                                                                                                                                                                                  |
|----------|-----------|-----------|----------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| ChatGPT  | Yes       | Positive  | #1       | Apple Inc. is a leading technology company renowned for its innovative products and services, including the iPhone, iPad, Mac computers, Apple Watch, and AirPods. They also offer a range of services such as the App Store, Apple Music, and iCloud, providing a comprehensive...      |
| Claude   | Yes       | Positive  | #1       | # Apple Inc. — Overview Apple is one of the world's largest technology companies, primarily known for designing and selling consumer electronics, software, and services. Their main product lines include iPhones (smartphones), MacBooks and iMacs (computers), iPads (tablets),...    |
| Gemini   | Yes       | Positive  | #1       | Apple Inc. is a globally recognized technology company known for its consumer electronics, software, and online services. They offer a wide range of products including the iPhone, iPad, Mac computers (iMac, MacBook Air, MacBook Pro, Mac mini, Mac Studio, Mac Pro), Apple Watch,... |

# RECOMMENDATIONS

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

## MEDIUM PRIORITY

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### 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.

### 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."
      }
    }
  ]
}
```

### Write a meta description

+4 points

#### CONTENT CLARITY

Add a 140–160 character meta description that clearly explains what your business does. AI models often quote it directly.

#### META-DESCRIPTION.HTML

```
<meta name="description" content="Acme Coffee Roasters: small-batch specialty coffee roasted weekly in Brooklyn. Free shipping on orders over $30.">
```

## Publish an llms.txt file

+7 points

### AI-NATIVE

llms.txt is an emerging standard (like robots.txt for AI). Add /llms.txt at your root listing your most important pages with brief descriptions. Respected by OpenAI (GPTBot), Anthropic (ClaudeBot), and Perplexity crawlers — not used by Google AI, but still increases your overall AI crawler reach.

```
LLMS.TXT
# Apple

> Apple

## Core pages
- [About](https://apple.com/about): Who we are and what we believe.
- [Pricing](https://apple.com/pricing): Plan options and what's included.
- [FAQ](https://apple.com/faq): Answers to common customer questions.

## Documentation
- [API docs](https://apple.com/docs): Developer reference.
```

## LOW PRIORITY

## Add alt text to 40 images

+2 points

### CONTENT CLARITY

40 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

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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.

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GET IN TOUCH

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