

AI VISIBILITY REPORT

# SMART CONVERSIONS

<https://smartconversions.co.zw>



C  
AI Visibility Grade

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Scored 27 June 2026 | Report ID: 1bce-d145 | (Beta)

## EXECUTIVE SUMMARY

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**67**  
/ 100 (BETA)  
**Grade C**  
Fair

Smart Conversions achieved an AI Visibility Score of 67/100, earning a Grade C (Fair) 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.

1 of 3 AI providers mentioned Smart Conversions 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: 27 June 2026 | <https://smartconversions.co.zw>

# 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: BreadcrumbList, Organization, WebPage, WebSite |
| Crawlability      | 100/100 | 20%    | AI crawlers allowed; sitemap present                             |
| Content clarity   | 76/100  | 20%    | Title: yes · Meta: yes · H1s: 6 · Heading levels: 4              |
| AI-native signals | 100/100 | 25%    | llms.txt: yes · OG: yes · Twitter: yes · HTTPS: yes              |
| AI awareness      | 49/100  | 40%    | 1/3 models mentioned you. Avg sentiment: 0.57.                   |

# AI PROVIDER ANALYSIS

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

| PROVIDER | MENTIONED | SENTIMENT | POSITION   | SUMMARY                                                                                                                                                                                                                                                                               |
|----------|-----------|-----------|------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| ChatGPT  | Yes       | Positive  | Not ranked | Smart Conversions, established in 2022 and based in Harare, Zimbabwe, specializes in transforming shipping containers into versatile structures such as homes, offices, and mobile units. Their offerings include prefabricated containers in various sizes (10ft, 20ft, 40ft) and... |
| Claude   | No        | Neutral   | Not ranked | I don't have specific information about Smart Conversions in my training data, so I can't speak to their actual reputation or track record. However, based on the company name and .zw domain (Zimbabwe), they likely offer conversion optimization services — helping businesses...  |
| Gemini   | No        | Positive  | Not ranked | Smart Conversions is a Zimbabwean business that specializes in converting shipping containers, vans, and trucks into various functional spaces. They offer solutions for container homes, offices, shops, clinics, and kitchens, aiming to provide low-cost, eco-friendly, and...     |

# RECOMMENDATIONS

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

## HIGH PRIORITY

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### Claude doesn't mention you specifically

+5 points

#### AI AWARENESS

When asked about this business, Claude gave a generic answer. Build out structured data, get listed in directories that this model trusts, and publish authoritative content about the offering.

### Gemini doesn't mention you specifically

+5 points

#### AI AWARENESS

When asked about this business, Gemini gave a generic answer. Build out structured data, get listed in directories that this model trusts, and publish authoritative content about the offering.

## 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."
      }
    }
  ]
}
</script>
```

### Add alt text to all images

+3 points

#### CONTENT CLARITY

None of your 1 image have alt text. Alt text is how AI models and Google Images understand what an image shows — and it feeds directly into how multimodal AI answers questions about your business. Write a specific, descriptive sentence for each image.

## LOW PRIORITY

### Use a single `<h1>` per page

+2 points

#### CONTENT CLARITY

Your page has 6 `<h1>` tags. Use one h1 and demote the rest to h2/h3 so the page hierarchy is unambiguous.

### Replace `div/span` buttons with native `<button>` elements

+2 points

#### AGENTIC COMPATIBILITY

Some interactive elements use `<div>` or `<span>` instead of `<button>`. AI agents navigate via the accessibility tree — non-semantic elements are invisible to them unless they carry exact ARIA roles. Native `<button>` tags also improve keyboard navigation and screen reader support with zero extra code.

### Add labels to 1 form field

+1 point

#### AGENTIC COMPATIBILITY

1 form input has no associated label. AI agents filling forms on behalf of users rely on `<label for="">` or `aria-label` to understand what each field is for. Unlabeled fields get skipped or filled incorrectly.

# 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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