GLANCE METRICS BETA
TURN AI RECOMMENDATIONS INTO CUSTOMERS

AI VISIBILITY REPORT

# SMART CONVERSIONS

https://smartconversions.co.zw




D

AI Visibility Grade

Scored 13 August 2026 | Report ID: 1f3d-0aaa | (Beta)

# EXECUTIVE SUMMARY

37

/ 100 (BETA)

**Grade D**

Needs work

Smart Conversions achieved an AI Visibility Score of 37/100, earning a Grade D (Needs work) 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.

2 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: 13 August 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** | 0/100 | 35% | No JSON-LD found on this page. |
| **Crawlability** | 50/100 | 20% | AI crawlers allowed; no sitemap |
| **Content clarity** | 0/100 | 20% | Title: no · Meta: no · H1s: 0 · Heading levels: 0 · dateModified: no · Lists: no |
| **AI-native signals** | 25/100 | 25% | llms.txt: no · OG: no · Twitter: no · HTTPS: yes · Bing: no · G2: no · Crunchbase: no |
| **AI awareness** | 68/100 | 40% | 2/3 models mentioned you. Avg sentiment: 0.40. |

# 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 mobile homes, offices, and shops. They offer conversions for 20ft and 40ft containers, as well as vans and trucks, providing… |
| **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 particular reputation or track record. However, based on the business name and .zw domain (Zimbabwe), they likely offer digital marketing or conversion optimization… |
| **Gemini** | Yes | Positive | Not ranked | Smart Conversions is a Zimbabwean business specializing in the conversion of shipping containers, vans, and trucks into various functional units such as mobile homes, offices, and shops. They also offer prefabricated units that are affordable, versatile, and ready to use for… |

# RECOMMENDATIONS

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

## HIGH PRIORITY

### Add JSON-LD structured data

+15 points

STRUCTURED DATA

Your site has no JSON-LD schema. Add an Organization or LocalBusiness schema with name, address, phone, hours, and URL. This is the single biggest factor for how AI models understand your business.

ORGANIZATION.HTML

```
<script type="application/ld+json">
{
"@context": "https://schema.org",
"@type": "Organization",
"name": "Smart Conversions",
"url": "https://smartconversions.co.zw",
"logo": "https://smartconversions.co.zw/logo.png",
"description": "Smart Conversions",
"telephone": "+1-555-555-5555",
"address": {
"@type": "PostalAddress",
"streetAddress": "123 Main St",
"addressLocality": "City",
"addressRegion": "State",
"postalCode": "12345",
"addressCountry": "US"
},
"sameAs": [
"https://twitter.com/yourhandle",
"https://www.linkedin.com/company/yourbusiness"
]
}
</script>
```

### Add a single, descriptive <h1> to your homepage

+5 points

CONTENT CLARITY

Your page has no <h1>. AI models lean heavily on the first heading to understand what a page is about.

### 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.

## MEDIUM PRIORITY

### 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>
```

### Publish a sitemap.xml

+5 points

CRAWLABILITY

A sitemap helps crawlers (including AI bots) find every important page. Generate one and link it from robots.txt.

### 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": "Smart Conversions"
}
}
</script>
```

### 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

```
# Smart Conversions

> Smart Conversions

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

## Documentation
- [API docs](https://smartconversions.co.zw/docs): Developer reference.
```

### Add OpenGraph and Twitter Card metadata

+6 points

AI-NATIVE

Your page is missing OpenGraph and Twitter Card tags. Perplexity, Gemini, and Bing use og:description as their summary of a business, and Grok reads Twitter Card metadata directly. A few meta tags control how AI systems describe you.

```
<meta property="og:title" content="Smart Conversions" />
<meta property="og:description" content="Smart Conversions" />
<meta property="og:image" content="https://smartconversions.co.zw/og-image.png" />
<meta property="og:type" content="website" />
<meta property="og:url" content="https://smartconversions.co.zw" />
<meta name="twitter:card" content="summary_large_image" />
<meta name="twitter:title" content="Smart Conversions" />
<meta name="twitter:description" content="Smart Conversions" />
```

### 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.

## LOW PRIORITY

### Add a canonical URL tag

+2 points

CRAWLABILITY

Your page has no <link rel="canonical">. Without it, AI crawlers can index duplicate versions of the same page (www vs non-www, tracking parameters) and split your authority between them.

```
<link rel="canonical" href="https://smartconversions.co.zw" />
```

### 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.

# 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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