

AI VISIBILITY REPORT

RED

red.com



C
AI Visibility Grade

Scored 5 July 2026 | Report ID: 2080-def0 | (Beta)

EXECUTIVE SUMMARY



red achieved an AI Visibility Score of 60/100, 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.

2 of 3 AI providers mentioned red 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: 5 July 2026 | red.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	0/100	35%	No JSON-LD found on this page.
Crawlability	100/100	20%	AI crawlers allowed; sitemap present
Content clarity	100/100	20%	Title: yes · Meta: yes · H1s: 1 · Heading levels: 5
AI-native signals	50/100	25%	llms.txt: no · OG: yes · Twitter: no · HTTPS: yes
AI awareness	71/100	40%	2/3 models mentioned you. Avg sentiment: 0.60.

AI PROVIDER ANALYSIS

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

PROVIDER	MENTIONED	SENTIMENT	POSITION	SUMMARY
ChatGPT	Yes	Positive	#1	RED Digital Cinema, accessible at red.com, specializes in high-end digital cinema cameras and accessories tailored for professional film-makers and broadcast professionals. Their product lineup includes the V-RAPTOR series, featuring the world's first large-format global shutter...
Claude	No	Neutral	Not ranked	I appreciate your question, but I need to be honest: I don't have reliable information about a business called "red" at red.com in my training data. The name is quite generic, and without additional context (location, industry type, etc.), I can't identify which specific...
Gemini	Yes	Positive	#2	RED Digital Cinema (red.com) is a prominent American manufacturer specializing in high-end digital cinema cameras and accessories. Founded in 2005 by Jim Jannard, who also founded Oakley, Inc., RED has been a groundbreaking force in professional digital cinematography. Their...

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": "red",
"url": "https://red.com",
"logo": "https://red.com/logo.png",
"description": "red",
"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>
```

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."
      }
    }
  ]
}
```

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

```
# red

> red

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

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

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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