

AI VISIBILITY REPORT

UPWORK

<https://Upwork.com>



B

AI Visibility Grade

Scored 6 June 2026 | Report ID: 2107-f078 | (Beta)

EXECUTIVE SUMMARY



Upwork achieved an AI Visibility Score of 83/100, 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 Upwork in their recommendations. Industry: SaaS / software.

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
Crawlability	70/100	20%	AI crawlers allowed; no sitemap
Content clarity	100/100	20%	Title: yes · Meta: yes · H1s: 1 · Heading levels: 5
AI-native signals	100/100	25%	llms.txt: yes · OG: yes · Twitter: yes · HTTPS: yes
AI awareness	92/100	40%	3/3 models mentioned you. Avg sentiment: 0.55.

AI PROVIDER ANALYSIS

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

PROVIDER	MENTIONED	SENTIMENT	POSITION	SUMMARY
ChatGPT	Yes	Positive	Not ranked	Upwork is a leading online platform that connects freelancers with clients seeking various services, primarily in the fields of writing, design, programming, and marketing. As a SaaS (Software as a Service) business, Upwork provides tools for project management, communication,...
Claude	Yes	Positive	Not ranked	# Overview of Upwork Upwork is a global free-lance marketplace that connects businesses and entrepreneurs with independent contractors across hundreds of skill categories—from software development and design to writing, marketing, and accounting. The platform operates on a SaaS...
Gemini	Yes	Positive	Not ranked	Upwork is a well-known online platform that connects businesses with freelance professionals. Essentially, it's a marketplace where clients can post projects and find freelancers for a wide range of services, including web development, writing, graphic design, marketing, and...

RECOMMENDATIONS

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

HIGH PRIORITY

Explicitly state Upwork's core service and target audience early.

+8 points

CONTENT

Add this text to your website to help AI chatbots identify and recommend your business.

```
Upwork is the leading global marketplace connecting businesses with top-tier freelance talent across over 100 categories. Whether you're a startup, SMB, or enterprise, Upwork helps you find, hire, and manage the best remote professionals, from AI developers to creative directors, to accelerate your projects and achieve your business goals.
```

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.

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 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.

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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