GLANCE METRICS BETA
TURN AI RECOMMENDATIONS INTO CUSTOMERS

AI VISIBILITY REPORT

SMART CONVERSIONS

https://smartconversions.co.zw



B

AI Visibility Grade

Scored 20 August 2026 | Report ID: 358f-0a10 | (Beta)

EXECUTIVE SUMMARY

75

/ 100 (BETA)

Grade B

Good

Smart Conversions achieved an AI Visibility Score of 75/100, 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.

1 of 2 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: 20 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	72/100	35%	JSON-LD detected: LocalBusiness
Crawlability	100/100	20%	AI crawlers allowed; sitemap present
Content clarity	97/100	20%	Title: yes · Meta: yes · H1s: 1 · Heading levels: 3 · dateModified: no · Lists: yes
AI-native signals	100/100	25%	llms.txt: yes · OG: yes · Twitter: yes · HTTPS: yes · Bing: no · G2: no · Crunchbase: no
AI awareness	54/100	40%	1/2 models mentioned you. Avg sentiment: 0.25.

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
Claude	No	Neutral	Not ranked	# About Smart Conversions 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 business name and .zw domain (Zimbabwe), this appears to be a digital marketing or…
Gemini	Yes	Positive	Not ranked	Smart Conversions, based in Harare, Zimbabwe, specializes in converting shipping containers, vans, and trucks into various functional spaces such as homes, offices, and shops. They offer both 20ft and 40ft container conversions, as well as prefabricated units in different…

RECOMMENDATIONS

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

HIGH PRIORITY

Establish Location and Service Area

+8 points

CONTENT

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

```
Smart Conversions is a leading expert in premium pre-fabricated and shipping container conversions, proudly serving clients across [Your Primary Service Region, e.g., Southern Africa, the UK, North America]. From innovative container homes and offices to bespoke retail units and mobile clinics, we deliver durable, high-quality steel structures designed to impress and built to last, wherever your project takes us.
```

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

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.

Declare your social profiles in your Organization schema (sameAs)

+4 points

STRUCTURED DATA

Your site links to 6 social profiles (WhatsApp, Facebook, Instagram, Twitter / X, TikTok, LinkedIn), but your Organization schema has no sameAs array declaring them. sameAs is how AI models confirm those profiles and your website are the same entity — without it, signals from your social presence don't consolidate onto your business.

```
"sameAs": [
"https://wa.me/263778883206",
"https://www.facebook.com/smartconversionszw",
"https://www.instagram.com/smartconversionszw",
"https://twitter.com/smartconzw",
"https://www.tiktok.com/@smartconversionszw",
"https://www.linkedin.com/company/smartconversions"
]
```

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 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>
```

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 more schema types to reach the 3-type threshold

+3 points

STRUCTURED DATA

61% of ChatGPT-cited pages use 3 or more schema types, with a +13% citation likelihood premium over single-type pages. Adding FAQPage, Article, or BreadcrumbList alongside your Organisation schema is typically enough.

Add alt text to 29 images

+2 points

CONTENT CLARITY

29 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

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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