GLANCE METRICS BETA
TURN AI RECOMMENDATIONS INTO CUSTOMERS

AI VISIBILITY REPORT

STRIPE

https://stripe.com



B

AI Visibility Grade

Scored 14 September 2026 | Report ID: 37a7-7bb0 | (Beta)

EXECUTIVE SUMMARY

82
/ 100 (BETA)

Grade B
Good

Stripe achieved an AI Visibility Score of 82/100, 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.

2 of 2 AI providers mentioned Stripe 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: 14 September 2026 | https://stripe.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	52/100	35%	JSON-LD detected: WebSite, Organization
Crawlability	70/100	20%	AI crawlers allowed; no sitemap
Content clarity	81/100	20%	Title: yes · Meta: yes · H1s: 2 · Heading levels: 4 · 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	94/100	40%	2/2 models mentioned you. Avg sentiment: 0.77. Avg recommendation rank: 1.5.

AI PROVIDER ANALYSIS

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

PROVIDER	MENTIONED	SENTIMENT	POSITION	SUMMARY
Claude	Yes	Positive	#1	# About Stripe Stripe is a leading payment processing platform that helps businesses accept online payments. They provide tools for processing credit cards, digital wallets, and other payment methods, along with related services like invoicing, billing, and financial reporting….
Gemini	Yes	Positive	#2	Stripe is a comprehensive financial services platform that provides payment processing software and APIs for online businesses. It enables companies to accept payments, manage recurring revenue, and facilitate money movement. Stripe supports over 135 currencies and more than…

RECOMMENDATIONS

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

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 2 social profiles (GitHub, YouTube), 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://github.com/stripe",
"https://www.youtube.com/watch"
]
```

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": "Stripe"
}
}
</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.

Gemini ranks you #2, not first

+3 points

AI AWARENESS

When asked to rank options in your category, Gemini placed you at #2. Customers who ask AI for a single recommendation are being sent to whoever ranks above you.

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.

Use a single <h1> per page

+2 points

CONTENT CLARITY

Your page has 2 <h1> tags. Use one h1 and demote the rest to h2/h3 so the page hierarchy is unambiguous.

Add alt text to 31 images

+2 points

CONTENT CLARITY

31 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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