

AI VISIBILITY REPORT

OLD MUTUAL

<https://www.oldmutual.co.za>



C
AI Visibility Grade

Scored 22 July 2026 | Report ID: 3b34-240b | (Beta)

EXECUTIVE SUMMARY

60
/ 100 (BETA)
Grade C
Fair

Old Mutual 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.

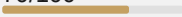
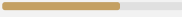
3 of 3 AI providers mentioned Old Mutual in their recommendations. Industry: Financial Services / Insurance.

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: 22 July 2026 | <https://www.oldmutual.co.za>

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	70/100 	20%	AI crawlers allowed; no sitemap
Content clarity	77/100 	20%	Title: yes · Meta: yes · H1s: 2 · Heading levels: 3 · dateModified: no · Lists: yes
AI-native signals	65/100 	25%	llms.txt: no · OG: yes · Twitter: yes · HTTPS: yes · Bing: no · G2: no · Crunchbase: no
AI awareness	82/100 	40%	3/3 models mentioned you. Avg sentiment: 0.10. Avg recommendation rank: 2.0.

AI PROVIDER ANALYSIS

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

PROVIDER	MENTIONED	SENTIMENT	POSITION	SUMMARY
ChatGPT	Yes	Positive	#2	Old Mutual, established in 1845, is one of South Africa's oldest and most reputable financial services providers. They offer a comprehensive range of products, including life insurance, funeral cover, disability and income protection, and investment-linked insurance. Their...
Claude	Yes	Positive	#2	# Old Mutual and Financial Services Options in South Africa **Old Mutual Assessment** Old Mutual is one of South Africa's largest and most established financial services groups, offering a comprehensive range of products including life insurance, short-term insurance,...
Gemini	Yes	Negative	Not ranked	Old Mutual is a well-established South African financial services group with a history dating back to 1845, offering a broad spectrum of financial solutions including investment, savings, insurance, and banking services across Africa. They provide a wide range of insurance...

RECOMMENDATIONS

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

HIGH PRIORITY

Explicitly State Core Financial Services

+8 points

CONTENT

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

Old Mutual is a leading financial services provider in South Africa, offering a comprehensive range of insurance, investment, and banking solutions. From life insurance and wealth management to our innovative OM Bank, we are dedicated to helping South Africans achieve financial security and prosperity.

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": "Old Mutual",
  "url": "https://www.oldmutual.co.za",
  "logo": "https://www.oldmutual.co.za/logo.png",
  "description": "Old Mutual – Financial Services / Insurance. Based in South Africa.",
  "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>
```

Negative sentiment in Gemini's response

+4 points

AI AWARENESS

Gemini surfaced concerns about this business. Review the raw response, address the underlying issue (or correct misinformation by publishing clear, factual content on the site).

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 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": "Old Mutual"
  }
}
```

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
# Old Mutual

> Old Mutual – Financial Services / Insurance. Based in South Africa.

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

## Documentation
- [API docs](https://www.oldmutual.co.za/docs): Developer reference.
```

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.

ChatGPT ranks you #2, not first

+3 points

AI AWARENESS

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

Claude ranks you #2, not first

+3 points

AI AWARENESS

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

LOW PRIORITY

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 43 images

+2 points

CONTENT CLARITY

43 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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