GLANCE METRICS BETA
TURN AI RECOMMENDATIONS INTO CUSTOMERS

AI VISIBILITY REPORT

GLANCE METRICS

https://www.glancemetrics.ai/



B

AI Visibility Grade

Scored 15 June 2026 | Report ID: 5514-c8aa | (Beta)

EXECUTIVE SUMMARY

70
/ 100 (BETA)

Grade B
Good

Glance Metrics achieved an AI Visibility Score of 70/100, 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 3 AI providers mentioned Glance Metrics 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: 15 June 2026 | https://www.glancemetrics.ai/

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	57/100	35%	JSON-LD detected: Organization, WebApplication, FAQPage
Crawlability	100/100	20%	AI crawlers allowed; sitemap present
Content clarity	92/100	20%	Title: yes · Meta: yes · H1s: 1 · Heading levels: 3
AI-native signals	100/100	25%	llms.txt: yes · OG: yes · Twitter: yes · HTTPS: yes
AI awareness	49/100	40%	1/3 models mentioned you. Avg sentiment: 0.57.

AI PROVIDER ANALYSIS

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

PROVIDER	MENTIONED	SENTIMENT	POSITION	SUMMARY
ChatGPT	Yes	Positive	Not ranked	Glance Metrics is a company that specializes in helping businesses measure and enhance their visibility within AI-driven customer discovery platforms. They offer tools to analyze how AI systems, such as ChatGPT and Gemini, perceive and recommend your business, providing…
Claude	No	Neutral	Not ranked	# About Glance Metrics I don't have specific information about Glance Metrics in my training data, so I can't speak to their actual reputation or track record. However, based on the company name and ".ai" domain, they appear to position themselves in the analytics or metrics…
Gemini	No	Positive	Not ranked	Glance Metrics appears to be a marketing and web development agency based in Kalamazoo, Michigan, specializing in SEO, website development, and paid advertising campaigns. They aim to provide clear and understandable metrics for their clients, focusing on helping businesses…

RECOMMENDATIONS

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

HIGH PRIORITY

Clearer Value Proposition and Target Audience

+8 points

CONTENT

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

```
Glance Metrics is the leading AI visibility platform specifically designed for enterprises operating across Africa. We empower businesses to measure, understand, and improve how AI influences customer decisions, ensuring you're recommended by platforms like ChatGPT, Gemini, Claude, Perplexity, and Grok. Our analytics provide actionable insights to enhance your brand's presence in the new AI-driven discovery layer.
```

Specific Use Cases and Benefits for African Enterprises

+8 points

CONTENT

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

```
For African enterprises, Glance Metrics offers unparalleled insights into how AI platforms perceive and recommend your business across diverse markets. Whether you're a bank like First National Bank or Standard Bank, a retail giant, or a tech innovator operating in South Africa, Nigeria, Kenya, or beyond, our platform helps you secure top recommendations from AI. Understand AI perception, benchmark against competitors, and identify precise actions to increase your share of AI recommendations, driving customer acquisition and revenue growth across the continent.
```

Reinforce 'AI Visibility Score' with a Definition

+8 points

CONTENT

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

```
Our proprietary AI Visibility Score quantifies your brand's recommendation strength across leading AI platforms. This score, ranging up to 100, is a direct indicator of how often and how positively AI systems like ChatGPT and Gemini refer your business to potential customers. A higher score means greater visibility and a stronger competitive edge in the AI discovery layer.
```

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.

Gemini doesn't mention you specifically

+5 points

AI AWARENESS

When asked about this business, Gemini 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.

Your FAQPage schema has no questions

+5 points

STRUCTURED DATA

You have a FAQPage schema but `mainEntity` is empty. Add at least 3–5 Question/Answer pairs — AI chatbots pull these verbatim when answering customer questions.

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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