

AI VISIBILITY REPORT

SAMSUNG

<https://samsung.com>



B

AI Visibility Grade

Scored 12 July 2026 | Report ID: 5cca-98ba | (Beta)

EXECUTIVE SUMMARY



Samsung 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 Samsung 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.

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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: WebSite, WebPage, Corpora- tion
Crawlability	100/100	20%	AI crawlers allowed; sitemap present
Content clarity	88/100	20%	Title: yes · Meta: yes · H1s: 1 · Heading levels: 2
AI-native signals	100/100	25%	llms.txt: yes · OG: yes · Twitter: yes · HTTPS: yes
AI awareness	86/100	40%	3/3 models mentioned you. Avg sentiment: 0.23. Avg recommendation rank: 1.5.

AI PROVIDER ANALYSIS

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

PROVIDER	MENTIONED	SENTIMENT	POSITION	SUMMARY
ChatGPT	Yes	Neutral	Not ranked	Samsung is a South Korean multinational conglomerate renowned for its diverse range of products and services, including smartphones, televisions, home appliances, and semiconductors. The company operates through two main divisions: Device eXperience (DX), which encompasses...
Claude	Yes	Positive	#1	# Samsung Overview Samsung is a massive South Korean multinational conglomerate that operates across multiple industries including consumer electronics, semiconductors, telecommunications, and appliances. They're best known for their smartphones (Galaxy line), televisions,...
Gemini	Yes	Neutral	#2	Samsung is a globally recognized electronics giant offering a vast array of products and services for both consumers and businesses. Their offerings span mobile devices like their popular Galaxy smartphones (including the flagship S series, mid-range A series, and foldable Z...

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 4 social profiles (Facebook, Twitter / X, Instagram, 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://www.facebook.com/SamsungUS",  
  "https://twitter.com/SamsungUS",  
  "https://www.instagram.com/samsungmobileusa",  
  "https://www.youtube.com/samsungus"  
]
```

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>
```

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 alt text to 10 images

+2 points

CONTENT CLARITY

10 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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