

AI VISIBILITY REPORT

UPWORK

<https://upwork.com>



D

AI Visibility Grade

Scored 13 July 2026 | Report ID: 67f3-4fc0 | (Beta)

EXECUTIVE SUMMARY

46
/ 100 (BETA)
Grade D
Needs work

Upwork achieved an AI Visibility Score of 46/100, earning a Grade D (Needs work) 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 Upwork in their recommendations. Industry: SaaS / software.

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: 13 July 2026 | <https://upwork.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	0/100	35%	No JSON-LD found on this page.
Crawlability	50/100	20%	AI crawlers allowed; no sitemap
Content clarity	0/100	20%	Title: no · Meta: no · H1s: 0 · Heading levels: 0
AI-native signals	25/100	25%	llms.txt: no · OG: no · Twitter: no · HTTPS: yes
AI awareness	90/100	40%	3/3 models mentioned you. Avg sentiment: 0.45. Avg recommendation rank: 1.3.

AI PROVIDER ANALYSIS

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

PROVIDER	MENTIONED	SENTIMENT	POSITION	SUMMARY
ChatGPT	Yes	Neutral	#1	Upwork is a leading online freelancing platform that connects businesses with independent professionals across various fields, including AI, development, design, marketing, and more. Founded in 2015 through the merger of Elance and oDesk, Upwork has grown to become a...
Claude	Yes	Positive	#1	# Upwork Overview Upwork is a leading free-lance marketplace and SaaS platform that connects businesses with independent professionals across hundreds of skill categories—from web development and design to writing, marketing, and consulting. Clients post jobs or browse...
Gemini	Yes	Positive	#2	Upwork is a prominent online marketplace that connects businesses with a global network of independent professionals across various industries, including IT, marketing, writing, design, and customer support. It operates on a hybrid marketplace model, generating revenue through...

RECOMMENDATIONS

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

HIGH PRIORITY

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": "Upwork",
  "url": "https://upwork.com",
  "logo": "https://upwork.com/logo.png",
  "description": "Upwork — SaaS / software.",
  "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>
```

Add a single, descriptive <h1> to your homepage

+5 points

CONTENT CLARITY

Your page has no <h1>. AI models lean heavily on the first heading to understand what a page is about.

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.

Write a meta description

+4 points

CONTENT CLARITY

Add a 140–160 character meta description that clearly explains what your business does. AI models often quote it directly.

META-DESCRIPTION.HTML

```
<meta name="description" content="Acme Coffee Roasters: small-batch specialty coffee roasted weekly in Brooklyn. Free shipping on orders over $30.">
```

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
# Upwork

> Upwork — SaaS / software.

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

## Documentation
- [API docs](https://upwork.com/docs): Developer reference.
```

Add OpenGraph and Twitter Card metadata

+6 points

AI-NATIVE

Your page is missing OpenGraph and Twitter Card tags. Perplexity, Gemini, and Bing use og:description as their summary of a business, and Grok reads Twitter Card metadata directly. A few meta tags control how AI systems describe you.

```
<meta property="og:title" content="Upwork" />
<meta property="og:description" content="Upwork — SaaS / software." />
<meta property="og:image" content="https://upwork.com/og-image.png" />
<meta property="og:type" content="website" />
<meta property="og:url" content="https://upwork.com" />
<meta name="twitter:card" content="summary_large_image" />
<meta name="twitter:title" content="Upwork" />
<meta name="twitter:description" content="Upwork — SaaS / software." />
```

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 a canonical URL tag

+2 points

CRAWLABILITY

Your page has no <link rel="canonical">. Without it, AI crawlers can index duplicate versions of the same page (www vs non-www, tracking parameters) and split your authority between them.

```
<link rel="canonical" href="https://upwork.com" />
```

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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