GLANCE METRICS BETA
TURN AI RECOMMENDATIONS INTO CUSTOMERS

AI VISIBILITY REPORT

UPWORK

https://upwork.com



D

AI Visibility Grade

Scored 7 September 2026 | Report ID: 70ff-7d12 | (Beta)

EXECUTIVE SUMMARY

47
/ 100 (BETA)

Grade D
Needs work

Upwork achieved an AI Visibility Score of 47/100, 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.

2 of 2 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: 7 September 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 · dateModified: no · Lists: no
AI-native signals	25/100	25%	llms.txt: no · OG: no · Twitter: no · HTTPS: yes · Bing: no · G2: no · Crunchbase: no
AI awareness	93/100	40%	2/2 models mentioned you. Avg sentiment: 0.65. Avg recommendation rank: 1.5.

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
Claude	Yes	Positive	#1	# Upwork Overview Upwork is a well-established freelance marketplace platform that connects businesses and individuals with remote workers across hundreds of skill categories—from software development and design to writing, marketing, and administrative work. The platform…
Gemini	Yes	Positive	#2	Upwork is a prominent global freelancing platform that connects businesses with independent professionals across various knowledge-work categories like software development, design, marketing, writing, and customer support. It operates as a two-sided marketplace where clients…

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."
}
}
]
}
</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": "Upwork"
}
}
</script>
```

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." />
```

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 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" />
```

Structure key information as bullet or numbered lists

+2 points

CONTENT CLARITY

80% of ChatGPT-cited pages use lists. AI models parse bullet and numbered lists more reliably than dense prose when extracting facts. Converting services, features, or steps into a list on your homepage is the fastest content change you can make.

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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