

AI VISIBILITY REPORT

RED

red.com



C

AI Visibility Grade

Scored 12 July 2026 | Report ID: 7da7-321b | (Beta)

EXECUTIVE SUMMARY



red achieved an AI Visibility Score of 61/100, 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.

2 of 3 AI providers mentioned red 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: 12 July 2026 | red.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	100/100	20%	AI crawlers allowed; sitemap present
Content clarity	100/100	20%	Title: yes · Meta: yes · H1s: 1 · Heading levels: 5
AI-native signals	50/100	25%	llms.txt: no · OG: yes · Twitter: no · HTTPS: yes
AI awareness	73/100	40%	2/3 models mentioned you. Avg sentiment: 0.60. Avg recommendation rank: 1.5.

AI PROVIDER ANALYSIS

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

PROVIDER	MENTIONED	SENTIMENT	POSITION	SUMMARY
ChatGPT	Yes	Positive	#1	RED Digital Cinema, accessible via red.com, specializes in professional cinema cameras and accessories tailored for filmmakers and broadcast professionals. Their product lineup includes advanced models like the V-RAPTOR and KO-MODO-X, designed to deliver high-quality film...
Claude	No	Neutral	Not ranked	I appreciate your question, but I need to be honest: I don't have reliable information about a business called "red" at red.com in my training data. The name is quite generic, and without more context about what industry they operate in (retail, software, consulting, etc.) or...
Gemini	Yes	Positive	#2	RED Digital Cinema (red.com) is an American company renowned for manufacturing high-end digital cinema cameras, lenses, and accessories. Their products are widely used in the cinema, television, and photography sectors, and they are known for their innovative technology and...

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": "red",
"url": "https://red.com",
"logo": "https://red.com/logo.png",
"description": "red",
"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>
```

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.

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 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

```
# red

> red

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

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

Add Twitter Card metadata

+3 points

AI-NATIVE

Your page is missing 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="red" />
<meta property="og:description" content="red" />
<meta property="og:image" content="https://red.com/og-image.png" />
<meta property="og:type" content="website" />
<meta property="og:url" content="https://red.com" />
<meta name="twitter:card" content="summary_large_image" />
<meta name="twitter:title" content="red" />
<meta name="twitter:description" content="red" />
```

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.

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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