GLANCE METRICS BETA
TURN AI RECOMMENDATIONS INTO CUSTOMERS

AI VISIBILITY REPORT

APPLE

https://apple.com



B

AI Visibility Grade

Scored 12 June 2026 | Report ID: 84ce-a150 | (Beta)

EXECUTIVE SUMMARY

77

/ 100 (BETA)

Grade B

Good

Apple achieved an AI Visibility Score of 77/100, 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 Apple 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: Organization, WebSite, WebPage
Crawlability	100/100	20%	AI crawlers allowed; sitemap present
Content clarity	67/100	20%	Title: yes · Meta: no · H1s: 1 · Heading levels: 3
AI-native signals	50/100	25%	llms.txt: no · OG: yes · Twitter: no · HTTPS: yes
AI awareness	96/100	40%	3/3 models mentioned you. Avg sentiment: 0.78.

AI PROVIDER ANALYSIS

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

PROVIDER	MENTIONED	SENTIMENT	POSITION	SUMMARY
ChatGPT	Yes	Positive	#1	Apple Inc. is a leading multinational technology company renowned for its innovative consumer electronics, software, and services. Their product lineup includes the iPhone, iPad, Mac computers, Apple Watch, and AirPods, complemented by services like the App Store, Apple Music,…
Claude	Yes	Positive	#1	# About Apple Apple is one of the world's largest technology companies, known for designing and manufacturing premium consumer electronics, software, and services. Their product lineup includes iPhones, MacBooks, iPads, Apple Watches, and AirPods, along with services like…
Gemini	Yes	Positive	#2	Apple is a globally recognized technology company known for its wide range of products and services, including iPhones, iPads, Macs, and Apple Watches. They are particularly well-regarded for their integrated ecosystem, where hardware, software, and services work seamlessly…

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.

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>
```

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. Early adopters get cited more often by AI models.

LLMS.TXT

```
# Apple

> Apple

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

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

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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