

AI VISIBILITY REPORT

SMART CONVERSIONS

<https://smartconversions.co.zw>



C
AI Visibility Grade

Scored 7 July 2026 | Report ID: 8a42-d3f6 | (Beta)

EXECUTIVE SUMMARY

65
/ 100 (BETA)
Grade C
Fair

Smart Conversions achieved an AI Visibility Score of 65/100, 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.

1 of 3 AI providers mentioned Smart Conversions 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: BreadcrumbList, Organization, WebPage, WebSite
Crawlability	100/100	20%	AI crawlers allowed; sitemap present
Content clarity	76/100	20%	Title: yes · Meta: yes · H1s: 6 · Heading levels: 4
AI-native signals	100/100	25%	llms.txt: yes · OG: yes · Twitter: yes · HTTPS: yes
AI awareness	45/100	40%	1/3 models mentioned you. Avg sentiment: 0.33.

AI PROVIDER ANALYSIS

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

PROVIDER	MENTIONED	SENTIMENT	POSITION	SUMMARY
ChatGPT	Yes	Positive	Not ranked	Smart Conversions, established in 2022 and based in Harare, Zimbabwe, specializes in transforming shipping containers into versatile structures such as homes, offices, shops, and clinics. Their services cater to clients seeking cost-effective, eco-friendly, and durable building...
Claude	No	Neutral	Not ranked	# About Smart Conversions I don't have specific information about Smart Conversions in my knowledge base, so I can't speak to their particular reputation or track record. However, based on the business name and .zw domain (Zimbabwe), they appear to offer conversion optimization...
Gemini	No	Positive	Not ranked	Smart Conversions is a Zimbabwean company specializing in the conversion of shipping containers, vans, and trucks into various functional spaces, including homes, offices, shops, clinics, and kitchens. They offer both 20ft and 40ft container conversions and aim to provide...

RECOMMENDATIONS

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

HIGH PRIORITY

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.

Gemini doesn't mention you specifically

+5 points

AI AWARENESS

When asked about this business, Gemini 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

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 3 social profiles (Facebook, Instagram, Twitter / X), 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://facebook.com/smartconversions",  
  "https://instagram.com/smartconversionszw",  
  "https://twitter.com/smartconzw"  
]
```

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."
      }
    }
  ]
}
```

Add alt text to all images

+3 points

CONTENT CLARITY

None of your 1 image have alt text. Alt text is how AI models and Google Images understand what an image shows — and it feeds directly into how multimodal AI answers questions about your business. Write a specific, descriptive sentence for each image.

LOW PRIORITY

Use a single <h1> per page

+2 points

CONTENT CLARITY

Your page has 6 <h1> tags. Use one h1 and demote the rest to h2/h3 so the page hierarchy is unambiguous.

Replace div/span buttons with native <button> elements

+2 points

AGENTIC COMPATIBILITY

Some interactive elements use <div> or instead of <button>. AI agents navigate via the accessibility tree — non-semantic elements are invisible to them unless they carry exact ARIA roles. Native <button> tags also improve keyboard navigation and screen reader support with zero extra code.

Add labels to 1 form field

+1 point

AGENTIC COMPATIBILITY

1 form input has no associated label. AI agents filling forms on behalf of users rely on <label for=""> or aria-label to understand what each field is for. Unlabeled fields get skipped or filled incorrectly.

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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