GLANCE METRICS BETA
TURN AI RECOMMENDATIONS INTO CUSTOMERS

AI VISIBILITY REPORT

APPLE

apple.com



B

AI Visibility Grade

Scored 4 June 2026 | Report ID: 8e05-9eb4 | (Beta)

EXECUTIVE SUMMARY

80
/ 100 (BETA)

Grade B
Good

Apple achieved an AI Visibility Score of 80/100, 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.

Report generated: 4 June 2026 | apple.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	65/100	35%	JSON-LD detected: Organization, WebSite, WebPage
Crawlability	100/100	20%	AI crawlers allowed; sitemap present
Content clarity	67/100	20%	Title: · Meta: · H1s: 1 · Heading levels: 3
AI-native signals	50/100	25%	llms.txt: · OG: · Twitter: · HTTPS:
AI awareness	97/100	40%	3/3 models mentioned you. Avg sentiment: 0.83.

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	Not ranked	Apple is a leading technology company renowned for its innovative products, including the iPhone, iPad, Mac computers, and various software services. They focus on creating high-quality, user-friendly devices that integrate seamlessly with their ecosystem. The company's…
Claude	Yes	Positive	Not ranked	# About Apple Apple is a technology company that designs and manufactures consumer electronics, computers, and software. Based on their website (apple.com), they're known for products like iPhones, MacBooks, iPads, Apple Watches, and their ecosystem of services including Apple…
Gemini	Yes	Positive	Not ranked	Apple is a globally recognized technology company known for its innovative hardware, software, and services. They offer a wide range of products including iPhones, iPads, Mac computers, Apple Watches, and AirPods, alongside a robust ecosystem of software like iOS and macOS, and…

RECOMMENDATIONS

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

HIGH PRIORITY

Explicitly state Apple's core business and mission.

+8 points

CONTENT

Add this text to your website to help AI chatbots identify and recommend your business.

```
Welcome to Apple, the global leader in technology and innovation, dedicated to empowering creativity and enriching lives through our iconic products and services. From the revolutionary iPhone to the powerful Mac, Apple Watch, and immersive Apple TV+, we design experiences that inspire and connect. Discover the latest advancements and join millions worldwide who choose Apple for unparalleled quality, security, and user experience.
```

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>
```

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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