GLANCE METRICS BETA
TURN AI RECOMMENDATIONS INTO CUSTOMERS

AI VISIBILITY REPORT

SMART CONVERSIONS

smartconversions.co.zw



C

AI Visibility Grade

Scored 20 July 2026 | Report ID: 90e2-f484 | (Beta)

EXECUTIVE SUMMARY

67

/ 100 (BETA)

Grade C

Fair

smart conversions achieved an AI Visibility Score of 67/100, 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.

Report generated: 20 July 2026 | smartconversions.co.zw

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	62/100	35%	JSON-LD detected: BreadcrumbList, Organization, WebPage, WebSite
Crawlability	100/100	20%	AI crawlers allowed; sitemap present
Content clarity	81/100	20%	Title: yes · Meta: yes · H1s: 6 · Heading levels: 4 · dateModified: no · Lists: yes
AI-native signals	100/100	25%	llms.txt: yes · OG: yes · Twitter: yes · HTTPS: yes · Bing: no · G2: no · Crunchbase: no
AI awareness	42/100	40%	1/3 models mentioned you. Avg sentiment: 0.17.

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	Neutral	Not ranked	Smart Conversions is a Zimbabwe-based company specializing in transforming shipping containers into functional spaces such as homes, offices, clinics, and workshops. They offer customized modifications, including insulation, partitioning, electrical installations, and plumbing,…
Claude	No	Neutral	Not ranked	I don't have specific information about Smart Conversions in my training data, so I can't speak to their actual reputation, client reviews, or track record. However, based on the business name and .zw domain (Zimbabwe), they likely offer digital marketing or conversion…
Gemini	No	Positive	Not ranked	Smart Conversions (smartconversions.co.zw) is a Zimbabwean company specializing in the conversion of shipping containers and prefabricated structures into various functional spaces. They offer solutions for homes, offices, clinics, kitchens, and shops, aiming 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."
}
}
]
}
</script>
```

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": "smart conversions"
}
}
</script>
```

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.

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.

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 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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