GLANCE METRICS BETA
TURN AI RECOMMENDATIONS INTO CUSTOMERS

AI VISIBILITY REPORT

ECONET

https://www.econet.co.zw



C

AI Visibility Grade

Scored 27 June 2026 | Report ID: 9536-5883 | (Beta)

EXECUTIVE SUMMARY

67

/ 100 (BETA)

Grade C

Fair

Econet 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.

2 of 3 AI providers mentioned Econet 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: 27 June 2026 | https://www.econet.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	52/100	35%	JSON-LD detected: Organization
Crawlability	100/100	20%	AI crawlers allowed; sitemap present
Content clarity	76/100	20%	Title: yes · Meta: yes · H1s: 0 · Heading levels: 4
AI-native signals	65/100	25%	llms.txt: no · OG: yes · Twitter: yes · HTTPS: yes
AI awareness	63/100	40%	2/3 models mentioned you. Avg sentiment: 0.10.

AI PROVIDER ANALYSIS

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

PROVIDER	MENTIONED	SENTIMENT	POSITION	SUMMARY
ChatGPT	Yes	Neutral	Not ranked	Econet Wireless Zimbabwe is the country's largest telecommunications provider, offering a range of services including mobile and fixed wireless telephony, internet access, and payment solutions.…
Claude	No	Positive	#1	# Econet Overview Econet is a major telecommunications company operating primarily in Zimbabwe, offering mobile cellular services, internet connectivity, and related digital services to consumers and businesses across the country. Based on the .co.zw domain, they're a…
Gemini	Yes	Neutral	#1	Econet Wireless Zimbabwe is a major telecommunications provider in Zimbabwe, offering a wide range of services including mobile communications, mobile money (EcoCash), mobile micro-insurance (EcoSure), internet access, and digital lifestyle solutions. They are recognized as the…

RECOMMENDATIONS

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

HIGH PRIORITY

Add a single, descriptive <h1> to your homepage

+5 points

CONTENT CLARITY

Your page has no <h1>. AI models lean heavily on the first heading to understand what a page is about.

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

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>
```

Add alt text to all images

+3 points

CONTENT CLARITY

None of your 29 images 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.

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

```
# Econet

> Econet

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

## Documentation
- [API docs](https://www.econet.co.zw/docs): Developer reference.
```

LOW PRIORITY

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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