

AI VISIBILITY REPORT

STRIPE

<https://stripe.com>



B

AI Visibility Grade

---

Scored 27 June 2026 | Report ID: a3d0-7c5f | (Beta)

# EXECUTIVE SUMMARY

---



Stripe achieved an AI Visibility Score of 82/100, 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.

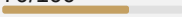
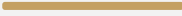
3 of 3 AI providers mentioned Stripe in their recommendations.

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://stripe.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   | 52/100   | 35%    | JSON-LD detected: WebSite, Organization             |
| Crawlability      | 70/100   | 20%    | AI crawlers allowed; no sitemap                     |
| Content clarity   | 76/100   | 20%    | Title: yes · Meta: yes · H1s: 2 · Heading levels: 4 |
| AI-native signals | 100/100  | 25%    | llms.txt: yes · OG: yes · Twitter: yes · HTTPS: yes |
| AI awareness      | 97/100   | 40%    | 3/3 models mentioned you. Avg sentiment: 0.85.      |

# AI PROVIDER ANALYSIS

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

| PROVIDER | MENTIONED | SENTIMENT | POSITION | SUMMARY                                                                                                                                                                                                                                                                                    |
|----------|-----------|-----------|----------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| ChatGPT  | Yes       | Positive  | #1       | Stripe is a leading financial technology company that provides a comprehensive suite of payment processing and financial services for businesses of all sizes. Founded in 2009 by brothers Patrick and John Collison, Stripe has grown to process over \$1.9 trillion in payment volume... |
| Claude   | Yes       | Positive  | #1       | # About Stripe Stripe is a leading payment processing platform that enables businesses of all sizes to accept payments online and in person. They handle credit card transactions, digital wallets, and various international payment methods, while also offering tools for...            |
| Gemini   | Yes       | Positive  | #1       | Stripe is a widely recognized financial services and software as a service (SaaS) company that provides payment processing software and APIs for online businesses and e-commerce. They offer a comprehensive suite of tools to help businesses accept payments, manage revenue, and...    |

# 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>
```

### Publish a sitemap.xml

+5 points

#### CRAWLABILITY

A sitemap helps crawlers (including AI bots) find every important page. Generate one and link it from robots.txt.

## LOW PRIORITY

---

### Use a single <h1> per page

+2 points

#### CONTENT CLARITY

Your page has 2 <h1> tags. Use one h1 and demote the rest to h2/h3 so the page hierarchy is unambiguous.

### Add alt text to 31 images

+2 points

#### CONTENT CLARITY

31 of your images are missing alt text. Descriptive alt text (e.g. "team working in our Harare office") improves both accessibility and AI understanding of your page.

# 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

**glancemetrics.ai**

[info@glancemetrics.ai](mailto:info@glancemetrics.ai)