

AI VISIBILITY REPORT

SANLAM

<https://www.sanlam.co.za>



C
AI Visibility Grade

Scored 22 July 2026 | Report ID: a45c-55a4 | (Beta)

EXECUTIVE SUMMARY



Sanlam 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.

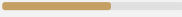
3 of 3 AI providers mentioned Sanlam in their recommendations. Industry: Financial Services / Insurance.

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	0/100 	35%	No JSON-LD found on this page.
Crawlability	80/100 	20%	AI crawlers allowed; sitemap present
Content clarity	100/100 	20%	Title: yes · Meta: yes · H1s: 1 · Heading levels: 5 · dateModified: no · Lists: yes
AI-native signals	60/100 	25%	llms.txt: yes · OG: no · Twitter: no · HTTPS: yes · Bing: no · G2: no · Crunchbase: no
AI awareness	86/100 	40%	3/3 models mentioned you. Avg sentiment: 0.18. Avg recommendation rank: 1.5.

AI PROVIDER ANALYSIS

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

PROVIDER	MENTIONED	SENTIMENT	POSITION	SUMMARY
ChatGPT	Yes	Neutral	#1	Sanlam, established in 1918, is one of South Africa's largest and most established financial services groups, offering a comprehensive range of products including life insurance, investment management, healthcare, and estate planning. Their life insurance offerings encompass...
Claude	Yes	Positive	#2	# Sanlam: Assessment and Alternatives **Sanlam Specifically** Sanlam is one of South Africa's largest and most established financial services and insurance groups, with a history dating back to 1918. They offer a comprehensive range of products including life insurance,...
Gemini	Yes	Neutral	Not ranked	Sanlam is a well-known and long-established financial services group in South Africa, offering a comprehensive range of insurance products including life, car, home, and business insurance, as well as investment products and personal loans. They have a significant presence...

RECOMMENDATIONS

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

HIGH PRIORITY

Clearer 'About Us' and Value Proposition

+8 points

CONTENT

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

```
Sanlam is a leading financial services group in South Africa, dedicated to empowering individuals, families, and businesses with comprehensive financial solutions. For over a century, we've helped South Africans achieve financial confidence through expert advice, innovative insurance products, investment opportunities, retirement planning, and wealth management services. Our commitment to your 'F Factor' means providing the tools and guidance you need to make informed financial decisions and secure your future, right here in South Africa.
```

Add JSON-LD structured data

+15 points

STRUCTURED DATA

Your site has no JSON-LD schema. Add an Organization or LocalBusiness schema with name, address, phone, hours, and URL. This is the single biggest factor for how AI models understand your business.

```
ORGANIZATION.HTML
<script type="application/ld+json">
{
  "@context": "https://schema.org",
  "@type": "Organization",
  "name": "Sanlam",
  "url": "https://www.sanlam.co.za",
  "logo": "https://www.sanlam.co.za/logo.png",
  "description": "Sanlam – Financial Services / Insurance. Based in South Africa.",
  "telephone": "+1-555-555-5555",
  "address": {
    "@type": "PostalAddress",
    "streetAddress": "123 Main St",
    "addressLocality": "City",
    "addressRegion": "State",
    "postalCode": "12345",
    "addressCountry": "US"
  },
  "sameAs": [
    "https://twitter.com/yourhandle",
    "https://www.linkedin.com/company/yourbusiness"
  ]
}
</script>
```

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>
```

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": "Sanlam"
  }
}
</script>
```

Add OpenGraph and Twitter Card metadata

+6 points

AI-NATIVE

Your page is missing OpenGraph and Twitter Card tags. Perplexity, Gemini, and Bing use og:description as their summary of a business, and Grok reads Twitter Card metadata directly. A few meta tags control how AI systems describe you.

```
<meta property="og:title" content="Sanlam" />
<meta property="og:description" content="Sanlam – Financial Services / Insurance. Based in South Africa." />
<meta property="og:image" content="https://www.sanlam.co.za/og-image.png" />
<meta property="og:type" content="website" />
<meta property="og:url" content="https://www.sanlam.co.za" />
<meta name="twitter:card" content="summary_large_image" />
<meta name="twitter:title" content="Sanlam" />
<meta name="twitter:description" content="Sanlam – Financial Services / Insurance. Based in South Africa." />
```

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.

Claude ranks you #2, not first

+3 points

AI AWARENESS

When asked to rank options in your category, Claude placed you at #2. Customers who ask AI for a single recommendation are being sent to whoever ranks above you.

LOW PRIORITY

Add a canonical URL tag

+2 points

CRAWLABILITY

Your page has no `<link rel="canonical">`. Without it, AI crawlers can index duplicate versions of the same page (www vs non-www, tracking parameters) and split your authority between them.

```
<link rel="canonical" href="https://www.sanlam.co.za" />
```

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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