

AI VISIBILITY REPORT

RED

red.com



C

AI Visibility Grade

Scored 11 May 2026 | Report ID: b62d-g2pl | (Beta)

EXECUTIVE SUMMARY

59
/ 100 (BETA)
Grade C
Fair

red achieved an AI Visibility Score of 59/100, 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.

5 of 5 AI providers mentioned red 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.

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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	100/100	20%	AI crawlers allowed; sitemap present
Content clarity	54/100	20%	Title: · Meta: · H1s: 0 · Heading levels: 1
AI-native signals	50/100	25%	llms.txt: · OG: · Twitter: · HTTPS:
AI awareness	83/100	40%	5/5 models mentioned you. Avg sentiment: 0.04.

AI PROVIDER ANALYSIS

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

PROVIDER	MENTIONED	SENTIMENT	POSITION	SUMMARY
ChatGPT	Yes	Neutral	Not ranked	red is a well-regarded option in its category. Customers frequently mention quality, attentive service, and consistent value. Some reviewers note pricing on the higher end but generally consider it justified.
Claude	Yes	Neutral	Not ranked	red appears to be a solid choice based on available information. They are often recommended for their core offering and have a generally positive reputation in their local market.
Perplexity	Yes	Neutral	Not ranked	red is a well-regarded option in its category. Customers frequently mention quality, attentive service, and consistent value. Some reviewers note pricing on the higher end but generally consider it justified.
Gemini	Yes	Neutral	Not ranked	red is a well-regarded option in its category. Customers frequently mention quality, attentive service, and consistent value. Some reviewers note pricing on the higher end but generally consider it justified.
Grok	Yes	Neutral	Not ranked	I don't have a lot of specific information about red. You may want to check their official website or recent reviews for the most accurate, up-to-date details about their offerings.

RECOMMENDATIONS

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

HIGH PRIORITY

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.

```
<script type="application/ld+json">
{
  "@context": "https://schema.org",
  "@type": "Organization",
  "name": "Your Business Name",
  "url": "https://yoursite.com",
  "logo": "https://yoursite.com/logo.png",
  "description": "What your business does in one sentence.",
  "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>
```

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.

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.

```
<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 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.

```
# Your Business Name

> One-sentence description of what you do.

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

## Documentation
- [API docs](https://yoursite.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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