

AI VISIBILITY REPORT

ECONET

<https://www.econet.co.zw>



B

AI Visibility Grade

Scored 12 July 2026 | Report ID: cb75-af30 | (Beta)

EXECUTIVE SUMMARY

79
/ 100 (BETA)
Grade B
Good

Econet achieved an AI Visibility Score of 79/100, 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 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: 12 July 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	100/100	20%	Title: yes · Meta: yes · H1s: 1 · Heading levels: 5
AI-native signals	65/100	25%	llms.txt: no · OG: yes · Twitter: yes · HTTPS: yes
AI awareness	85/100	40%	3/3 models mentioned you. Avg sentiment: 0.07. Avg recommendation rank: 1.3.

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	#2	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	Yes	Neutral	#1	# About Econet Econet is a major telecommunications company operating primarily in Zimbabwe, offering mobile network services, internet connectivity, and related digital services to consumers and businesses across the region. Based on the .co.zw domain, they're a significant...
Gemini	Yes	Neutral	#1	Econet Wireless Zimbabwe is a major telecommunications provider in Zimbabwe, offering a wide range of services including mobile communication, mobile money (EcoCash), mobile micro-insurance (EcoSure), internet access, and digital lifestyle solutions. They are known for their...

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.

Declare your social profiles in your Organization schema (sameAs)

+4 points

STRUCTURED DATA

Your site links to 7 social profiles (WhatsApp, Facebook, Twitter / X, Instagram, YouTube, LinkedIn, LinkedIn), 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://wa.me/781222000",
  "https://www.facebook.com/econetzimbabwe",
  "https://x.com/econetzimbabwe",
  "https://www.instagram.com/econetzimbabwe",
  "https://www.youtube.com/channel/UCrMwDA01TzGqj03tLL0S4JA",
  "https://www.linkedin.com/in/hardy-pemhiwa-18a441a",
  "https://www.linkedin.com/in/douglas-mboweni-81230920b"
]
```

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 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.

ChatGPT ranks you #2, not first

+3 points

AI AWARENESS

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

LOW PRIORITY

Add alt text to 17 images

+2 points

CONTENT CLARITY

17 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.

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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