GLANCE METRICS BETA
TURN AI RECOMMENDATIONS INTO CUSTOMERS

AI VISIBILITY REPORT

APPLE

https://apple.com



B

AI Visibility Grade

Scored 20 July 2026 | Report ID: dfa7-01ad | (Beta)

EXECUTIVE SUMMARY

79

/ 100 (BETA)

Grade B

Good

Apple 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 Apple 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	62/100	35%	JSON-LD detected: Organization, WebSite, WebPage
Crawlability	100/100	20%	AI crawlers allowed; sitemap present
Content clarity	72/100	20%	Title: yes · Meta: no · H1s: 1 · Heading levels: 3 · dateModified: no · Lists: yes
AI-native signals	50/100	25%	llms.txt: no · OG: yes · Twitter: no · HTTPS: yes · Bing: no · G2: no · Crunchbase: no
AI awareness	95/100	40%	3/3 models mentioned you. Avg sentiment: 0.67. Avg recommendation rank: 1.0.

AI PROVIDER ANALYSIS

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

PROVIDER	MENTIONED	SENTIMENT	POSITION	SUMMARY
ChatGPT	Yes	Positive	#1	Apple Inc. is a multinational technology company renowned for its innovative consumer electronics, software, and services. Their product lineup includes the iPhone, iPad, Mac computers, Apple Watch, and AirPods, complemented by services like the App Store, Apple Music, and…
Claude	Yes	Positive	#1	# Apple Inc. Apple is a multinational technology company that designs and sells consumer electronics, software, and services. Their main product lines include iPhones (smartphones), Mac computers, iPads, Apple Watches, and AirPods, along with software like iOS, macOS, and…
Gemini	Yes	Positive	#1	Apple is a leading American technology company renowned for its innovative consumer electronics, software, and online services. They offer a wide range of products including the iPhone, iPad, Mac computers, Apple Watch, and AirPods. Beyond hardware, Apple provides a…

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 Organization schema has no sameAs array. Listing your official social and directory profiles there is how AI models ground your identity — confirming your website, LinkedIn, and other profiles are the same entity.

```
"sameAs": [
"https://www.linkedin.com/company/yourbusiness",
"https://twitter.com/yourhandle"
]
```

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

Write a meta description

+4 points

CONTENT CLARITY

Add a 140–160 character meta description that clearly explains what your business does. AI models often quote it directly.

META-DESCRIPTION.HTML

```
<meta name="description" content="Acme Coffee Roasters: small-batch specialty coffee roasted weekly in Brooklyn. Free shipping on orders over $30.">
```

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

```
# Apple

> Apple

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

## Documentation
- [API docs](https://apple.com/docs): Developer reference.
```

Add Twitter Card metadata

+3 points

AI-NATIVE

Your page is missing 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="Apple" />
<meta property="og:description" content="Apple" />
<meta property="og:image" content="https://apple.com/og-image.png" />
<meta property="og:type" content="website" />
<meta property="og:url" content="https://apple.com" />
<meta name="twitter:card" content="summary_large_image" />
<meta name="twitter:title" content="Apple" />
<meta name="twitter:description" content="Apple" />
```

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.

LOW PRIORITY

Add alt text to 38 images

+2 points

CONTENT CLARITY

38 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

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