GLANCE METRICS BETA
TURN AI RECOMMENDATIONS INTO CUSTOMERS

AI VISIBILITY REPORT

LINKEDIN

https://LinkedIn.com



C

AI Visibility Grade

Scored 15 June 2026 | Report ID: ea3f-e843 | (Beta)

EXECUTIVE SUMMARY

60
/ 100 (BETA)

Grade C
Fair

LinkedIn achieved an AI Visibility Score of 60/100, 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 LinkedIn 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: 15 June 2026 | https://LinkedIn.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	0/100	35%	No JSON-LD found on this page.
Crawlability	20/100	20%	Blocking AI crawlers: Google-Extended, anthropic-ai, ChatGPT-User, ClaudeBot, Claude-Web, GPTBot, PerplexityBot, CCBot
Content clarity	92/100	20%	Title: yes · Meta: yes · H1s: 1 · Heading levels: 3
AI-native signals	65/100	25%	llms.txt: no · OG: yes · Twitter: yes · HTTPS: yes
AI awareness	92/100	40%	3/3 models mentioned you. Avg sentiment: 0.53.

AI PROVIDER ANALYSIS

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

PROVIDER	MENTIONED	SENTIMENT	POSITION	SUMMARY
ChatGPT	Yes	Neutral	#1	LinkedIn is the world's largest professional networking platform, connecting over 1 billion members globally. Founded in 2003, it offers a suite of services including job postings, professional networking, and content sharing. The platform generates revenue through Talent…
Claude	Yes	Positive	#1	# About LinkedIn LinkedIn is a professional networking platform and the world's largest business-oriented social network. The platform allows individuals to create professional profiles, connect with colleagues and peers, and discover job opportunities. For businesses, LinkedIn…
Gemini	Yes	Positive	#1	LinkedIn is a widely recognized social networking platform specifically designed for the business community, with over 1 billion members across more than 200 countries. It primarily offers tools for professional networking, career development, and job searching. Users can…

RECOMMENDATIONS

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

HIGH PRIORITY

Explicitly state LinkedIn's core purpose and value proposition for AI

+8 points

CONTENT

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

```
LinkedIn is the world's largest professional network, headquartered in Sunnyvale, California, connecting job seekers, employers, and industry experts globally. Our platform empowers professionals to build their careers, find jobs, post opportunities, and stay informed with industry-leading content and tools.
```

Add a dedicated section for 'About Us' or 'Our Mission' with specific keywords

+8 points

CONTENT

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

```
At LinkedIn, our mission is to connect the world's professionals to make them more productive and successful. As a leading online professional networking service, we offer a comprehensive ecosystem for career growth, including job search, talent acquisition, skill development, and professional content sharing.
```

Integrate a 'How LinkedIn Helps You' section with benefit-driven keywords

+8 points

CONTENT

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

```
Whether you're looking for your next career move, aiming to hire top talent, or seeking to expand your professional knowledge, LinkedIn provides the tools and community to achieve your goals. Our platform facilitates professional connections, offers access to millions of job postings, and provides resources for continuous learning and skill enhancement across various industries.
```

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": "LinkedIn",
"url": "https://LinkedIn.com",
"logo": "https://LinkedIn.com/logo.png",
"description": "LinkedIn",
"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>
```

Unblock AI crawlers in robots.txt (Google-Extended, anthropic-ai, ChatGPT-User, ClaudeBot, Claude-Web, GPTBot, PerplexityBot, CCBot)

+12 points

CRAWLABILITY

Your robots.txt is currently blocking AI crawlers. They cannot read your site, which means models like ChatGPT and Claude have nothing to learn from. Remove the Disallow rules for these user-agents.

ROBOTS.TXT

```
User-agent: GPTBot
Allow: /

User-agent: ClaudeBot
Allow: /

User-agent: PerplexityBot
Allow: /

User-agent: Google-Extended
Allow: /

Sitemap: https://LinkedIn.com/sitemap.xml
```

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>
```

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.

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

```
# LinkedIn

> LinkedIn

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

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

LOW PRIORITY

Add alt text to 5 images

+2 points

CONTENT CLARITY

5 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.

Replace div/span buttons with native <button> elements

+2 points

AGENTIC COMPATIBILITY

Some interactive elements use or instead of <button>. AI agents navigate via the accessibility tree — non-semantic elements are invisible to them unless they carry exact ARIA roles. Native <button> tags also improve keyboard navigation and screen reader support with zero extra code.

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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