

AI VISIBILITY REPORT

ECONET

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



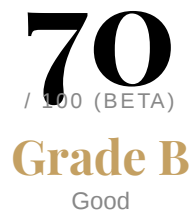
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AI Visibility Grade

Scored 5 August 2026 | Report ID: ef2c-7e6c | (Beta)

# EXECUTIVE SUMMARY

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Econet achieved an AI Visibility Score of 70/100, 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.

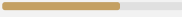
2 of 3 AI providers mentioned Econet in their recommendations.

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: 5 August 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   | 85/100   | 20%    | Title: yes · Meta: yes · H1s: 2 · Heading levels: 5 · dateModified: no · Lists: yes     |
| AI-native signals | 65/100   | 25%    | llms.txt: no · OG: yes · Twitter: yes · HTTPS: yes · Bing: no · G2: no · Crunchbase: no |
| AI awareness      | 67/100   | 40%    | 2/3 models mentioned you. Avg sentiment: 0.00. Avg recommendation rank: 1.0.            |

# 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   | Not ranked | Econet Wireless Zimbabwe is a leading telecommunications provider in Zimbabwe, offering a range of services including mobile voice and data, broadband, and mobile money solutions through its EcoCash platform. The company has played a significant role in expanding connectivity...  |
| Claude   | No        | Neutral   | Not ranked | # Econet Overview Econet is a major telecommunications company operating primarily in Zimbabwe, offering mobile phone services, data connectivity, and related telecom solutions. Based on the .co.zw domain, they serve the Zimbabwean market and are one of the established players... |
| Gemini   | Yes       | Neutral   | #1         | Econet is a major telecommunications provider in Zimbabwe, offering a wide range of services including mobile and fixed wireless telephony, internet access, and payment solutions. They are known for their AI-powered services, 5G connectivity, digital lifestyle solutions, and...   |

# RECOMMENDATIONS

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

## HIGH PRIORITY

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### Claude doesn't mention you specifically

+5 points

#### AI AWARENESS

When asked about this business, Claude gave a generic answer. Build out structured data, get listed in directories that this model trusts, and publish authoritative content about the offering.

## MEDIUM PRIORITY

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### 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/UCrMwDA01TzGqj03t1L0S4JA",  
  "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."
      }
    }
  ]
}
```

## 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": "Econet"
  }
}
```

## 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.

## 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 more schema types to reach the 3-type threshold

+3 points

STRUCTURED DATA

61% of ChatGPT-cited pages use 3 or more schema types, with a +13% citation likelihood premium over single-type pages. Adding FAQPage, Article, or BreadcrumbList alongside your Organisation schema is typically enough.

### Use a single <h1> per page

+2 points

#### CONTENT CLARITY

Your page has 2 <h1> tags. Use one h1 and demote the rest to h2/h3 so the page hierarchy is unambiguous.

### Add alt text to 18 images

+2 points

#### CONTENT CLARITY

18 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

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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.

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GET IN TOUCH

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