GLANCE METRICS BETA
TURN AI RECOMMENDATIONS INTO CUSTOMERS

AI VISIBILITY REPORT

TOPTAL

https://toptal.com



B

AI Visibility Grade

Scored 12 June 2026 | Report ID: f53e-d5c7 | (Beta)

EXECUTIVE SUMMARY

79

/ 100 (BETA)

Grade B

Good

Toptal 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 Toptal in their recommendations. Industry: SaaS / software.

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 June 2026 | https://toptal.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	52/100	35%	JSON-LD detected: Organization, WebSite
Crawlability	70/100	20%	AI crawlers allowed; no sitemap
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	97/100	40%	3/3 models mentioned you. Avg sentiment: 0.83.

AI PROVIDER ANALYSIS

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

PROVIDER	MENTIONED	SENTIMENT	POSITION	SUMMARY
ChatGPT	Yes	Positive	#1	Toptal is a global freelancing platform that connects businesses with top-tier professionals in software development, design, finance, project management, and more. Founded in 2010, the company has built a reputation for its rigorous vetting process, accepting only the top 3%…
Claude	Yes	Positive	#1	# Toptal Overview Toptal is a global freelance marketplace that connects businesses with vetted software developers, designers, and finance professionals. They position themselves as a premium alternative to general freelancing platforms, emphasizing quality through a rigorous…
Gemini	Yes	Positive	#2	Toptal is a global freelancing platform that connects businesses with a highly vetted network of freelance talent across various domains, including software engineering, design, finance, product management, project management, and marketing. They aim to provide access to the…

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.

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. Early adopters get cited more often by AI models.

LLMS.TXT

```
# Toptal

> Toptal — SaaS / software.

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

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