

AI VISIBILITY REPORT

APPLE

apple.com



B

AI Visibility Grade

Scored 4 June 2026 | Report ID: f89b-701f | (Beta)

EXECUTIVE SUMMARY



Apple achieved an AI Visibility Score of 80/100, 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.

Report generated: 4 June 2026 | apple.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	65/100	35%	JSON-LD detected: Organization, WebSite, Web-Page
Crawlability	100/100	20%	AI crawlers allowed; sitemap present
Content clarity	67/100	20%	Title: · Meta: · H1s: 1 · Heading levels: 3
AI-native signals	50/100	25%	llms.txt: · OG: · Twitter: · HTTPS:
AI awareness	97/100	40%	3/3 models mentioned you. Avg sentiment: 0.82.

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	Not ranked	Apple is a leading technology company known for its innovative products and services, including the iPhone, iPad, Mac computers, and a suite of software and services like iCloud, Apple Music, and the App Store. They are recognized for their sleek design, user-friendly...
Claude	Yes	Positive	Not ranked	# About Apple Apple is a major technology company that designs and sells consumer electronics, software, and services. Based on their website (apple.com), they're known for products like iPhones, MacBooks, iPads, and wearables, along with services such as iCloud, Apple Music,...
Gemini	Yes	Positive	Not ranked	Apple is a globally recognized technology company known for its wide range of consumer electronics, software, and online services. Their product ecosystem includes popular devices like iPhones, iPads, Mac computers, Apple Watches, and AirPods, all designed to work seamlessly...

RECOMMENDATIONS

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

HIGH PRIORITY

Establish Clear Geographic Relevance

+8 points

CONTENT

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

```
Apple is a global technology leader, headquartered in Cupertino, California, USA. We innovate and deliver cutting-edge products and services worldwide, with our online events like WWDC26 accessible from any location. Our physical Apple Stores and authorized resellers are available in countries and regions across the globe, providing local support and product experiences.
```

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>
```

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. Early adopters get cited more often by AI models.

```
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.

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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