CBOUND

DIGITAL OBSERVATORY

RESEARCH PUBLICATION 001

.MU VS .COM

WHICH DOMAIN IS BETTER PREPARED FOR THE AI ERA?

188

LIVE WEBSITE SCANS

The first evidence-based study of AI readiness across Mauritian domains.

JULY 2026

CBOUND

AI VISIBILITY. MEASURABLE.

EXECUTIVE SUMMARY

For years Mauritian businesses have debated whether .mu or .com is the better choice. CBOUND analysed **188** live website scans to move beyond opinion and look at the data.



KEY FINDINGS

78 /100
AVERAGE SCORE

61%
SCORED 75+

12%
SCORED BELOW 50

100
HIGHEST SCORE

35
LOWEST SCORE

OBSERVATION
Website quality has a greater influence than domain extension.

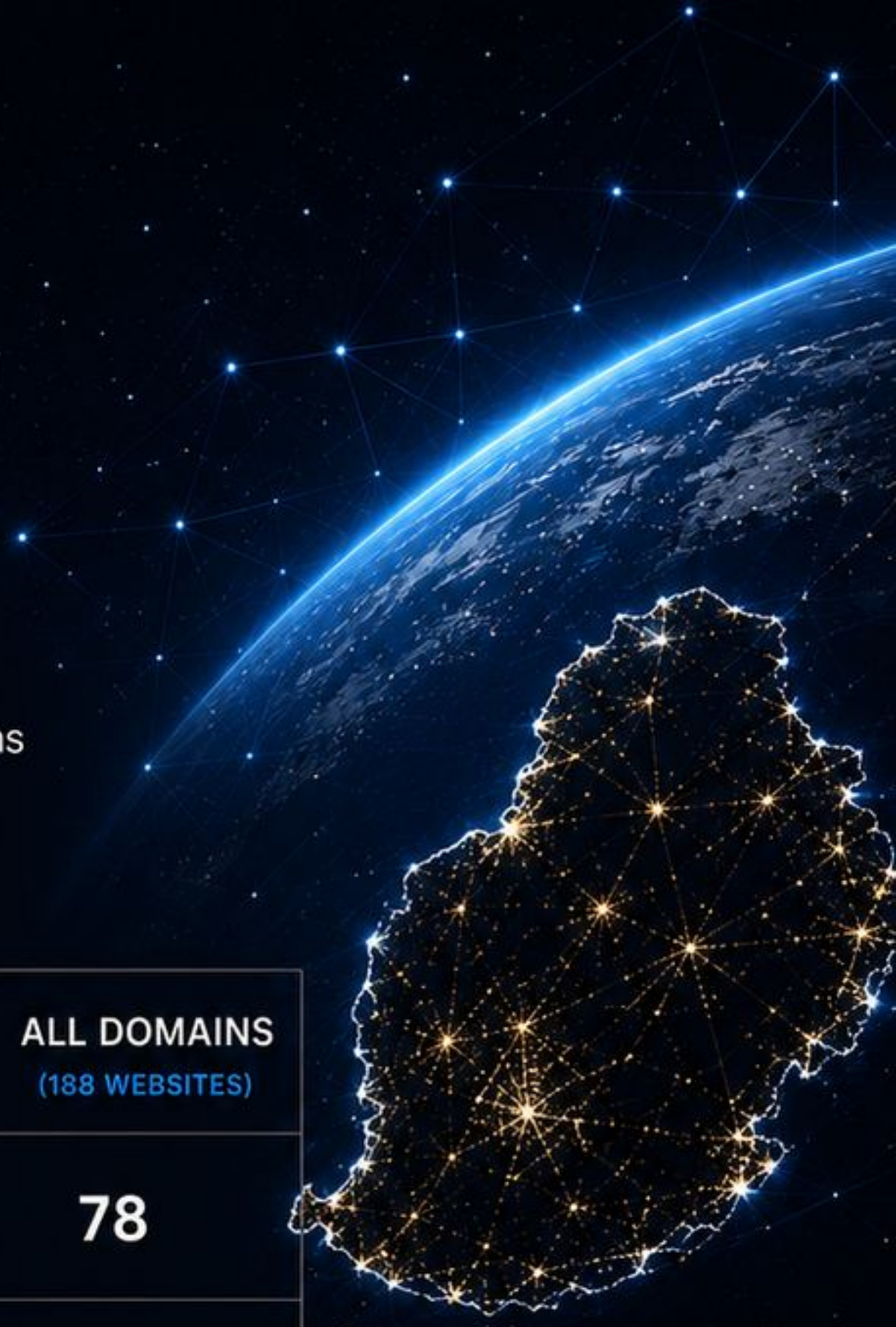
OBSERVATION

Website quality has a greater influence than domain extension.

DATA

.MU VS .COM

We compared the performance of .mu and .com domains
across the same evaluation framework.
The results show a clear pattern.



METRIC	.MU (84 WEBSITES)	.COM (65 WEBSITES)	ALL DOMAINS (188 WEBSITES)
AVERAGE SCORE	77	80	78
TOP SCORE	100	100	100
75+ SCORES	58%	60%	59%
BELOW 50	10%	6%	8%

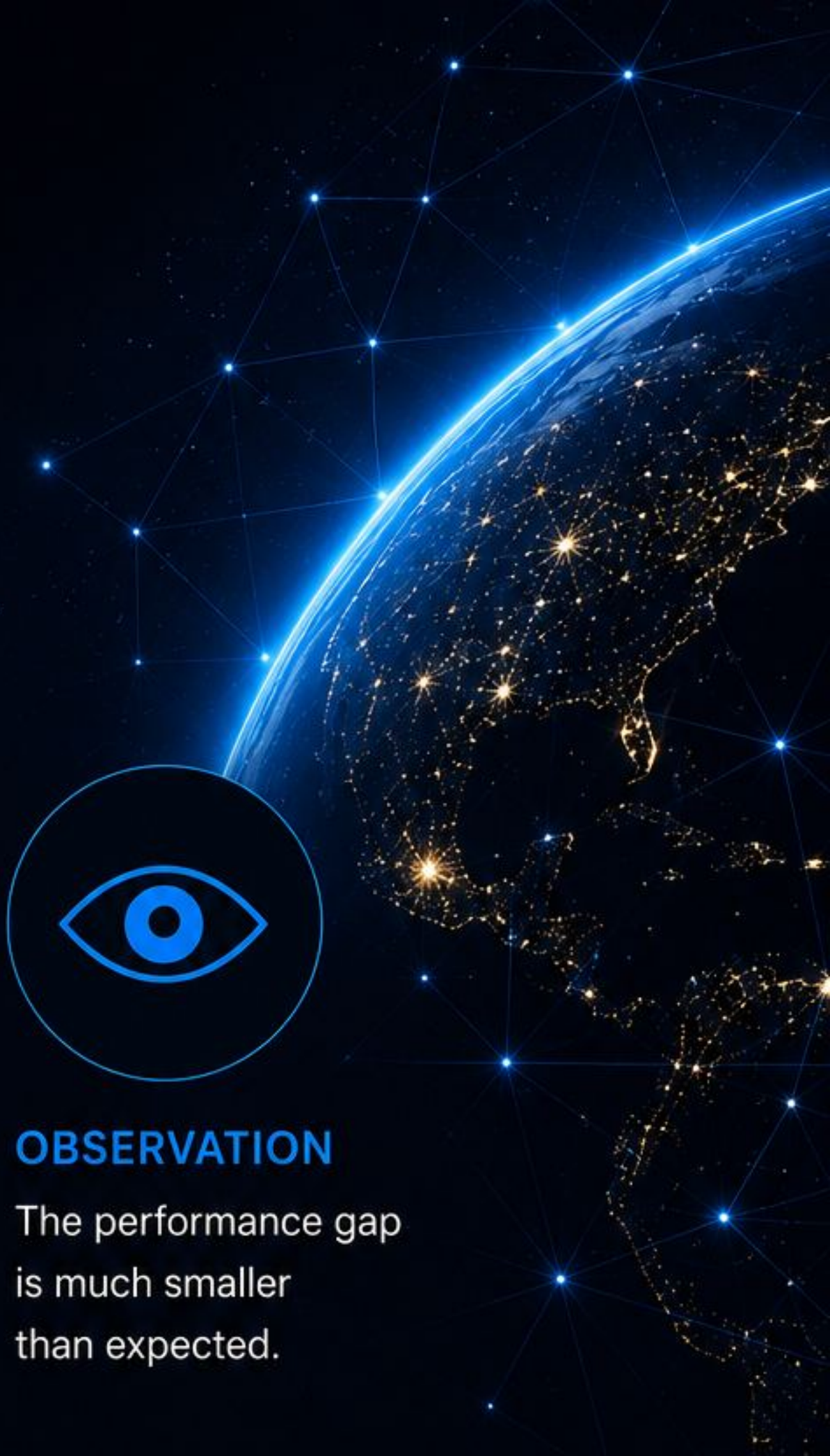
OBSERVATION

Only three points separate
the two domain extensions.
The gap is small, but meaningful.

KEY INSIGHT

.mu domains are
closing the performance
gap with .com.
Quality matters more
than the domain.

SURPRISE 3 POINTS



The average AI Readiness difference between .MU and .COM is just **three points.**

OBSERVATION

The performance gap is much smaller than expected.

WHAT THIS MEANS

.mu

.mu domains are **more competitive** than the perception.

Quality, structure and content matter more than domain extension.

The opportunity isn't the extension. **It's the execution.**

> Small gap. Big opportunity.

BIGGEST FINDING

Structured data is the single biggest factor driving AI Readiness. It's the difference between being seen or being skipped.



STRUCTURED DATA

Websites that use structured data correctly are significantly more likely to be understood by AI.





OBSERVATION

Structured data is the biggest performance driver, not the domain extension.

AI READS STRUCTURE

AI systems extract meaning from structure, not just from words.

BETTER STRUCTURE

Better structure leads to better understanding and better visibility.

COMPETITIVE EDGE

Structured data gives Mauritian businesses a real advantage.

DIGITAL READINESS FRAMEWORK

We evaluate every website across four critical dimensions that determine how ready it is to be discovered, understood and trusted by AI systems.



OBSERVATION

Readiness is not about having a website.
It's about how well AI systems can work with your data.

SCORE IMPACT

+32%
DISCOVERABILITY
Clear structure and indexing signals improve AI discovery.

+28%
UNDERSTANDABILITY
Semantic clarity and context increase AI comprehension.

+26%
TRUSTWORTHINESS
Authority signals build confidence with AI systems.

+24%
STRUCTURED DATA
Proper markup and structured data unlock AI processing power.

MAURITIUS ON THE AI MAP



We analysed **188** live websites across Mauritius to understand how visible and discoverable they are to AI systems.

The findings reveal both encouraging progress and significant opportunity.

AT A GLANCE

188
WEBSITES ANALYSED
Live websites across the Mauritian web.

78/100
AVERAGE SCORE
Overall AI Readiness score across all sites.

61%
SCORED 75+
A strong foundation of digital readiness.

12%
SCORED BELOW 50
At risk of being invisible to AI.

OBSERVATION

Mauritius is building a solid foundation.
Now it's about raising the floor and pushing the ceiling.

WHAT THIS MEANS

VISIBLE TODAY
Many Mauritian websites are already positioned to be found by AI.

ROOM TO GROW
Improving structure, content and signals will drive visibility.

NATIONAL OPPORTUNITY
Strengthening the digital ecosystem benefits every business.

GLOBAL REACH
AI visibility opens the door to international discovery and growth.

FOUR KEY OBSERVATIONS

Our analysis of **188** Mauritian websites reveals four clear insights that shape AI visibility today — and tomorrow.

01 QUALITY IS THE DIFFERENTIATOR

The **.MU** vs **.COM** gap is minimal. What separates high performers is quality, structure and clarity — not the domain extension.

02 STRUCTURE DRIVES DISCOVERABILITY

Websites with structured data and clear signals are **45%** more likely to be found and understood by AI systems.

03 MANY ARE ALMOST THERE

61% of websites already score **75+**. With a few improvements, they can move from being found to being trusted and recommended.

04 THE OPPORTUNITY IS NOW

AI visibility is still early. Businesses that act today will lead tomorrow's digital ecosystem.

OBSERVATION SUMMARY

Mauritius has the foundation.
The next chapter is about consistent action and commitment.

THE BIG PICTURE

Small gaps. Strong foundation. Big potential.

The future of AI visibility in Mauritius starts with the decisions we make today.

THE BETTER QUESTION



It's not whether .MU can compete with .COM.

The better question is: how quickly can we build what .COM can't replicate for Mauritius.

OUR FOCUS

- Build a connected, structured Mauritian digital ecosystem.
- Make Mauritian businesses easier to find, understand and trust by AI systems.
- Create a lasting digital advantage that belongs to Mauritius.

BETTER QUESTIONS DRIVE BETTER OUTCOMES

- What makes a Mauritian business discoverable by AI?
- What information do AI systems need to trust and recommend?
- How can we raise the quality and visibility floor — together?
- What role can Mauritius play in setting new standards for AI visibility in the region?

OBSERVATION

The opportunity isn't in catching up.
It's in asking better questions and building what matters.

THE BIG PICTURE

The future belongs to those who design it.

Mauritius has the chance to lead its digital future on its own terms.



LOOKING AHEAD
THE OBSERVATORY CONTINUES

The **CBOUND** Digital Observatory will continue to monitor, measure and share insights about the Mauritian web.

Our mission is simple: more visibility, better quality and a stronger digital future for Mauritius.



WHAT'S NEXT

CONTINUOUS MONITORING
Tracking the evolution of AI visibility across Mauritius in real time.

DEEPER ANALYSIS
Expanding our datasets and insights to uncover what drives performance.

ACTIONABLE INSIGHTS
Turning data into clear recommendations that drive real improvement.

ECOSYSTEM COLLABORATION
Working together with businesses, partners and institutions.

RAISING THE STANDARD
Setting a new benchmark for digital excellence in the region.

OBSERVATION
The journey has just begun.
With consistent action, Mauritius can lead by example in the AI era.

THE BIG PICTURE
We are not just watching the future unfold.
We are helping to shape it.