

AI Reputation Analysis and Signal Evaluation - Qubino

BRAND AI REPUTATION

Architecture, Interior Design & Home Improvement Reputation: Qubino (qubino.com)

https://qubino.com

Industry: Architecture, Interior Design & Home Improvement



REPUTATION LEVEL

ARCHITECTURE, INTERIOR DESIGN & HOME IMPROVEMENT

58.6 Avg Reputation

Based on 1018 businesses audited.

LOWER REPUTATION THAN AVERAGE

Qubino has 2.6 points less reputation than the average for Architecture, Interior Design & Home Improvement.

EXPERT VERDICT

Qubino is a digital ghost ship; it presents as a technical innovator but its online infrastructure suggests abandonment. With stale blog content from 2021 and empty configurator pages, the site's 'innovation' claims are entirely unsubstantiated by its current digital footprint.

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INFO DENSITY

Power-words vs. Substance ratio.

18

60% Reputation

The information density is moderate, characterized by a mix of specific technical nouns like 'Smart Plug 16A' and 'Z-Wave' against fluff-heavy headings such as 'The revolution starts here' and 'High-level technology, innovation and simplicity.' The body text often resorts to simple lists of use cases (e.g., 'Switch on lights', 'Turn off oven') rather than detailed technical specifications or performance metrics. While specific product names are present, the ratio of marketing fluff to technical substance is skewed by the use of vague H5 subheaders that add little value to the user journey.

SEMANTIC COHERENCE

Homepage promise vs. Sub-page reality.

12

60% Reputation

There is a notable disconnect between the homepage navigation and the delivery on sub-pages. The homepage promises a 'Configurator' for multiple languages, yet the crawled sub-pages for the Italian (IT) and Slovenian (SI) versions contain 0 characters, representing a technical and content drift. The primary signal of being an 'innovative' brand is contradicted by these empty 'ghost pages' and a blog feed that has not been meaningfully updated in several years.

TRUST & PROOF

Verifiable evidence vs. Trust Theatre.

14

70% Reputation

DIAGNOSIS: TRUST THEATRE

Qubino shows a review_count of 1 and a proof_links_count of 1 across its primary pages, which is critically low for a company claiming global presence. The trust theatre flag is false, but the lack of a verified review ecosystem or external social proof is a significant weakness. Performance claims like 'simple solution to all your needs' are made without third-party validation or current user testimonials.

EVIDENCE: PROOF DENSITY

The ratio of verifiable evidence to vague assertions is low. Beyond the mention of one 24-year-old skylight case study and a few technical product names, the site offers no contemporary proof of its market leadership or technical efficacy. Most content resides in the 'assertion' category, with very few outbound links to external certifications, Z-Wave Alliance verifications, or independent laboratory results.

COMMODITY FINGERPRINT

Detection of industry cliches/templates.

10

67% Reputation

The brand relies on generic value proposition cliches such as 'Make your life easier, make it smarter' and 'innovation and simplicity,' which could be seamlessly applied to any smart home competitor. It matches generic industry patterns for 'quality' and 'attention to detail' but lacks a unique positioning statement that differentiates its Z-Wave implementation from other manufacturers. The 'How to use' section is a boilerplate template of use cases rather than a proprietary methodology.

IDENTITY & AUTHORITY

Expert verifiability & Schema depth.

2

13% Reputation

DIAGNOSIS: AUTHORITY GAPS

Authority is severely compromised by a complete lack of Schema.org structured data, which is a significant technical gap for a 'high-level technology' company. No individual experts, engineers, or founders are named, creating a faceless corporate entity. Furthermore, as of May 2026, the content is functionally stale, with the most recent blog guides and case studies dating back to 2021, creating a massive delta between claimed innovation and documented activity.

EVIDENCE: PERFORMANCE VS. CLAIMS

The marketing tone promises a 'revolutionary' and 'simple' smart home experience, yet the site fails to demonstrate this with current data. Bold claims about turning 'any home into a smart one' with 'no more hassle' are not supported by recent user success stories or compatibility updates for 2024-2026 hubs. The disconnect is most visible in the 'Case Study' section, which features a single example that is over four years old.

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INDUSTRY MATCH & SCORE SUMMARY

Architecture, Interior Design & Home Improvement Reputation: Qubino (qubino.com)

Reputation: 56 / 100

INDUSTRY CLASSIFICATION

Qubino is a hardware manufacturer specializing in Z-Wave smart home devices, placing it in the Home Automation and IoT category. While this overlaps with Home Improvement, the site correctly avoids the architectural jargon (e.g., biophilic design) found in the provided industry dictionary, though it falls into generic consumer technology clichés.

"The score of 56 is driven primarily by the Identity and Authority pillar (13/15) due to the total absence of schema and technical stagnation. Semantic Coherence (8/20) and Information Density (12/30) scores were mitigated by the presence of some specific product model names, which prevented the score from reaching the 'Extreme BS' range."

ANALYSIS DISCLOSURE & SOURCE ATTRIBUTION

This analysis is part of a non-adversarial audit conducted by 1 Euro SEO. The results are intended as professional feedback to help improve any website's machine-readability and authority signals. The evaluation is free, and any company can request a fresh audit at any time.

Any company can use the insights for free and improve its voice. When a company has updated its content, it can always submit a new audit request, which will be reflected in a new current score.

You are encouraged to visit the live site at <https://qubino.com> to view the most current version of its content and see directly what this company is about and what it offers.

Verified Analysis Date: May 24, 2026

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