

AI Reputation Analysis and Signal Evaluation - BrettspielWelt

BRAND AI REPUTATION

Arts, Culture & Entertainment Reputation: BrettspielWelt (brettspielwelt.de)

<https://brettspielwelt.de>

Industry: Arts, Culture & Entertainment



REPUTATION LEVEL

ARTS, CULTURE & ENTERTAINMENT

67.5 Avg Reputation

Based on 1884 businesses audited.

HIGHER REPUTATION THAN AVERAGE

BrettspielWelt has 4.5 points more reputation than the average for Arts, Culture & Entertainment.

EXPERT VERDICT

BrettspielWelt is a rare example of a 'Substance-First' website that suffers from technical neglect rather than marketing bullshit. It provides a massive, verifiable catalog of board games while completely ignoring modern 'Trust Theatre' and industry jargon. The low BS score reflects a site that is exactly what it says it is: a place to play board games online.

[See how to improve >](#)

INFO DENSITY

Power-words vs. Substance ratio.

22

73% Reputation

The information density is high regarding specific deliverables but low on explanatory text. Headings are predominantly specific nouns, listing over 100 actual board game titles such as 'Carcassonne,' 'Siedler von Catan,' and 'Discordia' across all pages. While there is a lack of descriptive body text in the crawl, the sheer volume of named entities (H4 tags) serves as immediate substance. The ratio of power words is exceptionally low, with only minor fluff in headings like 'Our best games' or 'Loving conversions.'

SEMANTIC COHERENCE

Homepage promise vs. Sub-page reality.

20

100% Reputation

There is zero detectable semantic drift between the homepage and sub-pages. The H1 'Games' and meta-description promising a place for 'gemeinsamen Onlinespielen' are perfectly aligned with the sub-pages that provide the game selection and specific game landing pages like Carcassonne. The 'About Us' page maintains this focus by discussing the 'history of the board game world' and technical requirements for the portal. The site does not attempt to pivot from its primary signal.

TRUST & PROOF

Verifiable evidence vs. Trust Theatre.

14

70% Reputation

DIAGNOSIS: TRUST THEATRE

The site exhibits minimal trust theatre, having a review_count of 1 and a proof_links_count of 1 on the homepage. It avoids aggressive 'as featured in' banners or anonymous ?????????????? reviews. The claim 'Das Spiel des Jahres 2001' on the Carcassonne page is a verifiable third-party award, though the site lacks outbound links to the awarding body. The 'Our many years of cooperation' H3 on the homepage is a bold claim that lacks specific named partners in the heading hierarchy.

EVIDENCE: PROOF DENSITY

Proof density is concentrated in the product list. With over 100 specific game titles referenced (H4 and H5 tags), the site provides immediate evidence of its catalog. However, evidence for its 'many years of cooperation' or its 'history' is not explicitly detailed in the provided data. The ratio of specific nouns (game titles) to vague assertions is roughly 10:1, indicating high substance in the product-led model.

COMMODITY FINGERPRINT

Detection of industry cliches/templates.

10

67% Reputation

The site avoids almost all industry-standard clichés for Arts and Entertainment, shunning phrases like 'immersive experience' or 'cultural vibrancy.' The value proposition is a commodity (online game portal), but the specific, massive list of licensed titles differentiates it from generic clones. Template fingerprints are present in 'ABOUT US' and 'What's new,' but the content within those sections is functional rather than flowery. It feels like a utility rather than a marketing exercise.

IDENTITY & AUTHORITY

Expert verifiability & Schema depth.

6

40% Reputation

DIAGNOSIS: AUTHORITY GAPS

Authority gaps exist primarily in technical metadata and schema. The schema_json is null across all pages, which is a significant failure for a site claiming to be a 'portal.' While the 'About Us' page mentions 'Who makes the BrettspielWelt,' there are no named experts or Person schema to verify the authority of the creators. The technical implementation appears dated, relying on a flat heading structure and minimal structured data to support its 'expert' status in game conversion.

EVIDENCE: PERFORMANCE VS. CLAIMS

The site makes few bold marketing performance claims, focusing instead on its 'large selection.' The claim of 'Loving conversions of good board games' is a subjective qualitative claim that is supported by the existence of the game pages themselves. There are no 'increased revenue' or 'award-winning' claims regarding the business itself, only references to the games' own accolades. This creates a low disconnect between what is said and what is shown.

[See how to improve >](#)

INDUSTRY MATCH & SCORE SUMMARY

Arts, Culture & Entertainment Reputation: BrettspielWelt (brettspielwelt.de)

Reputation: 72 / 100

INDUSTRY CLASSIFICATION

The website accurately identifies as an online board game portal within the entertainment sector. The content, consisting primarily of categorized game titles and technical recruitment for Java developers, confirms its function as a digital gaming hub.

"The score of 72 is driven primarily by technical authority gaps (9/15) and a lack of explicit external proof paths (6/20). The site scored perfectly (0/20) in semantic coherence due to the absolute alignment between its portal promises and its directory-style delivery. Information density was penalized slightly only for the lack of descriptive body text, though the specific heading nouns saved it from a higher penalty."

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://brettspielwelt.de> 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 26, 2026

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