

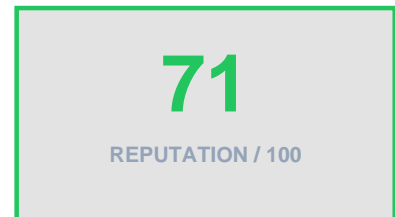
AI Reputation Analysis and Signal Evaluation - Criss Angel

BRAND AI REPUTATION

Arts, Culture & Entertainment Reputation: Criss Angel (crissangel.com)

<https://crissangel.com>

Industry: Arts, Culture & Entertainment



REPUTATION LEVEL

ARTS, CULTURE & ENTERTAINMENT

67.5 Avg Reputation

Based on 1884 businesses audited.

HIGHER REPUTATION THAN AVERAGE

Criss Angel has 3.5 points more reputation than the average for Arts, Culture & Entertainment.

EXPERT VERDICT

Criss Angel's digital presence is a masterclass in theatrical hyperbole backed by a functional e-commerce engine. While the marketing is thick with 'GOAT' claims and revolutionary posturing, the site avoids 'Extreme BS' status by providing clear pricing, specific show logistics, and a tangible product line. It is a commercial platform masquerading as a sensory overload.

[See how to improve >](#)

INFO DENSITY

Power-words vs. Substance ratio.

22

73% Reputation

The information density is bifurcated between high-octane marketing fluff and granular product data. Headings like 'TELEVISION COMMERCIAL' and 'OFFICIAL TRAILER' are functional, but the body text is saturated with power words such as 'revolutionary,' 'visionary,' and 'unprecedented' without technical explanation. However, the product page provides high substance with 17 specific magic items, exact pricing (e.g., \$99.95 for an Ultimate Magic Kit), and specific DVD volumes, which anchors the site in reality.

SEMANTIC COHERENCE

Homepage promise vs. Sub-page reality.

18

90% Reputation



There is minimal semantic drift between the homepage signal and sub-page delivery. The homepage H1 'SHOP MAGIC & MERCH' points directly to the substance found in the MAGIC product category page. While the show-related sub-pages use more grandiose language than the commerce-focused homepage, they remain consistent in their positioning of Criss Angel as the 'Magic GOAT' and provide the necessary logistics for ticket purchasing and show duration.

TRUST & PROOF

Verifiable evidence vs. Trust Theatre.

14

70% Reputation



DIAGNOSIS: TRUST THEATRE

The site exhibits moderate trust theatre by citing major publications like Huffington Post and Las Vegas Sun without providing direct outbound links to the source articles. While the data shows a review_count of 5-6 per page and a proof_links_count of 1, the 'billions of online views' and 'greatest illusion of all time' claims lack verifiable third-party anchors. This creates a reliance on the user's existing brand recognition rather than forensic proof.

EVIDENCE: PROOF DENSITY

Proof density is high regarding physical evidence (17 magic products with prices and 50+ illusions mentioned) but low regarding external validation. The ratio of verifiable evidence to assertions is balanced by the presence of a functional booking mechanism and a transparent schedule (Wednesday through Sunday nightly). The mention of specific song titles like 'Poison' and 'School's Out' in the Alice Cooper collaboration serves as specific proof of content.

COMMODITY FINGERPRINT

Detection of industry clichés/templates.

12

80% Reputation



The site uses several industry clichés such as 'fully immersive,' 'revolutionary concert,' and 'feast for the senses,' which are standard in the experiential entertainment sector. Despite these matches, the value proposition is highly unique to the Criss Angel brand and cannot be easily copy-pasted onto competitors due to the specific naming of his TV series, his collaboration with Alice Cooper, and his specific 'flying' levitation trademark.

IDENTITY & AUTHORITY

Expert verifiability & Schema depth.

5

33% Reputation

DIAGNOSIS: AUTHORITY GAPS

There is a significant technical authority gap regarding structured data. Despite claiming to be a global entertainment leader, the site lacks Organization or Person schema for Criss Angel or Alice Cooper, relying only on basic BreadcrumbList JSON-LD. Furthermore, the heading hierarchy is technically broken, with one page skipping H1-H3 to start at H4 ('TELEVISION COMMERCIAL'), which contradicts the brand's 'cutting-edge' positioning.

EVIDENCE: PERFORMANCE VS. CLAIMS

The site makes bold performance claims, such as being the '#1 magic show of all time' and having 'billions of online views,' but fails to provide a results page or press room with verified metrics. The marketing tone is hyper-aggressive, yet the site successfully demonstrates its primary goal: providing a clear path to purchase for both tickets and magic kits. The disconnect exists only between the superlative adjectives and the lack of external verification links.

[See how to improve >](#)

INDUSTRY MATCH & SCORE SUMMARY

Arts, Culture & Entertainment Reputation: Criss Angel (crissangel.com)

Reputation: 71 / 100

INDUSTRY CLASSIFICATION

The site aligns perfectly with the Arts, Culture & Entertainment industry, specifically in the niche of commercial magic and theatrical production. The content transitions from high-level performance branding to transactional e-commerce, confirming its role as both a venue-based entertainer and a product brand.

"The score of 71 was primarily driven by Identity and Authority gaps and Information Density fluff. The lack of technical schema and the use of extreme superlatives raised the score, but it was kept low by the high specificity of the product shop and clear transactional paths for show tickets."

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://crissangel.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 26, 2026

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