

AI Reputation Analysis and Signal Evaluation - Detroit Lions

BRAND AI REPUTATION

Arts, Culture & Entertainment Reputation: Detroit Lions (detroitlions.com)

https://detroitlions.com

Industry: Arts, Culture & Entertainment



ARTS, CULTURE & ENTERTAINMENT

67.5 Avg Reputation

Based on 1884 businesses audited.

REPUTATION LEVEL

HIGHER REPUTATION THAN AVERAGE

Detroit Lions has 25.5 points more reputation than the average for Arts, Culture & Entertainment.

EXPERT VERDICT

This is a forensic-grade primary source website with a near-zero bullshit profile. It prioritizes data-heavy news and transactional transparency over marketing persuasion, making it a high-substance benchmark for the industry. The site proves its value through current, dated activity and specific personnel accountability rather than grandiose missions.

[See how to improve >](#)

INFO DENSITY

Power-words vs. Substance ratio.

28

93% Reputation

The information density is exceptionally high, with headings like 'Rookie defensive linemen looking to show versatility' leading to body text containing specific draft rounds, player names like Skyler Gill-Howard, and college performance metrics. Quantitative evidence is abundant, including a '\$100 per seat' deposit requirement and '25 defensive snaps per game' stats. The site avoids fluff-heavy power words, opting for functional descriptors such as '2026 OTA Day 2 photos' and 'Lions Loyal Member Waitlist.' Marketing adjectives like 'relentless' are used sparingly and are tied to specific quotes from GM Brad Holmes.

SEMANTIC COHERENCE

Homepage promise vs. Sub-page reality.

20

100% Reputation

There is zero detectable semantic drift between the homepage signals and the sub-page content. The homepage H1 'Detroit Lions Home' sets a portal-wide expectation for news and tickets, which the sub-pages deliver with granular detail, such as the 'Detroit Lions Season Tickets' page providing specific FAQ answers about seat limits. Cross-page consistency is maintained even for time-sensitive data, with May 2026 OTA schedules and photo galleries appearing uniformly across the news and media sections. The structural hierarchy is purely functional, ensuring that a user reading only headings would accurately understand the current roster status and ticket availability.

TRUST & PROOF

Verifiable evidence vs. Trust Theatre.

19

95% Reputation

DIAGNOSIS: TRUST THEATRE

The site ignores standard trust theatre patterns like 'five-star reviews' or 'as featured in' badges, relying instead on its status as a primary source. The review_count of 2 on the news article is genuine user engagement rather than a marketing display, and the proof_links_count is low because the site itself is the authoritative source for the data provided. The 'sold out' status for season tickets acts as a high-substance trust signal, indicating a genuine scarcity that does not require manufactured social proof. Contact information for real-world employees like Adam Felix and Seth Henderson is provided with direct emails and phone numbers.

EVIDENCE: PROOF DENSITY

The proof density is high, with a photo-to-text ratio that provides visual evidence of every claim regarding team activity (30 photos for a single OTA day). Verifiable evidence includes exact dates (May 28, 2026), specific facility names (Meijer Performance Center), and legalistic ticketing terms (non-refundable deposits). Unsubstantiated claims are virtually non-existent; even the 'versatility' of new players is supported by specific college tape studies and quotes from the coaching staff. Every 'Learn More' link leads to a high-substance functional page rather than further marketing fluff.

COMMODITY FINGERPRINT

Detection of industry cliches/templates.

13

87% Reputation

While the site uses standard NFL template blocks for club links and media carousels, the content within them is highly specific and cannot be copy-pasted onto a competitor. The value proposition is tied to the unique roster and the 2026 season schedule, making it a non-commodity. It avoids the provided industry_jargon (e.g., 'immersive experience', 'cultural vibrancy') entirely in favor of technical sports terminology. Minor template fingerprints exist in the footer and sidebar links, but these are functional navigation tools rather than generic positioning statements.

IDENTITY & AUTHORITY

Expert verifiability & Schema depth.

13

87% Reputation

DIAGNOSIS: AUTHORITY GAPS

The site establishes authority through named experts like Senior Writer Tim Twentyman and GM Brad Holmes, both of whom are verified through deep content footprints. Although the homepage lacks structured data, the news article contains detailed schema_json (NewsArticle) that identifies the author and publisher correctly. There is a small authority gap due to the absence of 'sameAs' links to external professional profiles for the team leads mentioned on the ticketing page. Technical credibility is high, with a perfectly logical heading hierarchy and accurate metadata across all four pages.

EVIDENCE: PERFORMANCE VS. CLAIMS

Claims such as 'Super Bowl aspirations' and 'Pro Bowl talent' are subjective marketing tones but are anchored in the objective context of professional football scouting. Performance assertions for rookies like Tyre West are immediately backed by college statistics such as '7.5 tackles for loss and 4.0 sacks.' There are no bold claims of 'industry leadership' that lack a direct link to a measurable scoreboard or financial transaction. The site effectively uses its own archives (e.g., 'Calvin Johnson reflects on his career') to bolster its long-term credibility without resorting to generic assertions.

[See how to improve >](#)

INDUSTRY MATCH & SCORE SUMMARY

Arts, Culture & Entertainment Reputation: Detroit Lions (detroitlions.com)

Reputation: 93 / 100

INDUSTRY CLASSIFICATION

The site perfectly matches the Professional Sports segment of the Arts, Culture & Entertainment industry. It prioritizes news, live event photography, and transactional ticketing data over the generic promotional tropes often found in more abstract 'cultural' sectors.

"The exceptionally low score of 93 is driven by the site's reliance on technical specificity, current temporal markers (May 2026), and the total absence of generic 'Arts & Culture' jargon. The few points earned are for the lack of homepage schema and minor boilerplate templates."

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://detroitlions.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 29, 2026

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