

# AI Reputation Analysis and Signal Evaluation - Electronic Arts

## BRAND AI REPUTATION

### Arts, Culture & Entertainment Reputation: Electronic Arts (glu.com)

https://glu.com

Industry: Arts, Culture & Entertainment



## ARTS, CULTURE & ENTERTAINMENT

### 67.5 Avg Reputation

Based on 1884 businesses audited.

REPUTATION LEVEL

#### LOWER REPUTATION THAN AVERAGE

Electronic Arts has 25.5 points less reputation than the average for Arts, Culture & Entertainment.

## EXPERT VERDICT

A high-status corporate facade that collapses upon interaction. While the company's historical footprint provides a baseline of reality, the current site is a technical ghost ship that fails to deliver on its promise of creative discovery.

[See how to improve >](#)

## INFO DENSITY

Power-words vs. Substance ratio.

25

83% Reputation

The site exhibits low heading fluff due to its directory-style structure, but substance is thin, relying on high-level numbers like '6000 creators' and '20 studios' without granular supporting data. While it lists specific game titles such as Apex Legends and Battlefield, the body text repeatedly cycles through four distinct rephrasings of the 'we make great games' value proposition without adding new information. The specificity is present only in the names of sub-brands, not in the technical or creative methodologies used.

## SEMANTIC COHERENCE

Homepage promise vs. Sub-page reality.

1

5% Reputation

Maximum semantic drift is observed between the homepage's primary signal and sub-page delivery. The homepage promises to help users 'discover the creators behind EA Games' through a comprehensive navigation of studios, yet 100 percent of the strategically selected sub-pages (Firemonkeys, Playdemic, EA Sports) result in 404 errors. This creates a total disconnect between the advertised creative ecosystem and the functional reality of the digital experience.

## TRUST & PROOF

Verifiable evidence vs. Trust Theatre.

10

50% Reputation

### DIAGNOSIS: TRUST THEATRE

Trust is established through brand association rather than verifiable evidence. The site claims its franchises are 'most beloved' and that it is the 'world's largest' organization without providing a single outbound link to third-party awards, critical reviews, or independent audits. Furthermore, the presence of a review\_count in metadata for non-existent (404) pages suggests a hollow technical template rather than a curated trust signal.

### EVIDENCE: PROOF DENSITY

Proof is entirely reliant on the recognition of legacy titles (The Sims, Madden NFL) rather than current evidence of activity. Out of all pages analyzed, there are zero verified proof paths, zero current project milestones, and zero external validation links, resulting in a high ratio of vague assertions to verifiable substance.

## COMMODITY FINGERPRINT

Detection of industry cliches/templates.

4

27% Reputation

The site heavily utilizes industry clichés such as 'immersive gameplay experiences,' 'innovative,' and 'inspiring the world to play.' The directory layout is a standard corporate template that could be applied to any competitor by simply swapping the studio names. There is no evidence of 'artistic vision' or 'creative placemaking' beyond generic statements of commitment to quality.

## IDENTITY & AUTHORITY

Expert verifiability & Schema depth.

2

13% Reputation

### DIAGNOSIS: AUTHORITY GAPS

A significant authority gap exists between the claim of having '6,000 creators' and the failure to name a single individual expert or provide Person schema for lead developers. The technical credibility is severely compromised by a 75 percent failure rate in the crawled sample, which directly contradicts the brand's positioning of 'technical excellence' and 'Quality Assurance' prowess.

### EVIDENCE: PERFORMANCE VS. CLAIMS

The website claims its Baton Rouge QA team 'makes EA's amazing games even better,' yet the site itself fails basic quality assurance with multiple dead links in its primary navigation. Bold assertions about building 'exceptional games' are undermined by a digital footprint that is non-functional at the studio level.

[See how to improve >](#)

## INDUSTRY MATCH & SCORE SUMMARY

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**Arts, Culture & Entertainment Reputation: Electronic Arts (glu.com)**

**Reputation: 42 / 100**

### INDUSTRY CLASSIFICATION

The website presents as a corporate hub for a global entertainment entity, aligning with the Arts, Culture & Entertainment sector. However, it functions more as a legacy directory than a modern cultural destination, lacking the specific artistic credits and programming details expected in this category.

*"The score is primarily driven by maximum penalties in Semantic Coherence and Technical Credibility Gap due to the prevalence of 404 errors. Identity and Authority scores were also high due to the '6,000 creators' claim lacking any named individual verification."*

### 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://glu.com> to view the most current version of its content and see directly what this company is about and what it offers.

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Verified Analysis Date: May 30, 2026

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