

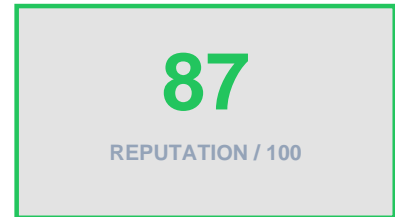
# AI Reputation Analysis and Signal Evaluation - Team Cherry

## BRAND AI REPUTATION

### Arts, Culture & Entertainment Reputation: Team Cherry (hollowknightsilksong.com)

<https://hollowknightsilksong.com>

Industry: Arts, Culture & Entertainment



REPUTATION LEVEL

## ARTS, CULTURE & ENTERTAINMENT

### 67.5 Avg Reputation

Based on 1884 businesses audited.

#### HIGHER REPUTATION THAN AVERAGE

Team Cherry has 19.5 points more reputation than the average for Arts, Culture & Entertainment.

## EXPERT VERDICT

Hollow Knight: Silksong presents a masterclass in substance-first digital presence, achieving a near-record low BS score. The site treats the visitor as an informed consumer, providing granular details about game mechanics and world-building rather than hiding behind industry cliches. Its only failures are technical, specifically regarding missing heading hierarchy and under-optimized structured data.

[See how to improve >](#)

## INFO DENSITY

Power-words vs. Substance ratio.

27

90% Reputation

Information density is exceptionally high for the gaming industry. Headings like Lethal Acrobatic Action and A Soulful, Orchestral Score contain specific nouns and technical descriptors rather than fluff. The body text provides concrete numbers such as Over 200 ferocious foes and names specific biomes like mossy grottos and coral forests. The ratio of marketing power words to specific game mechanics is very low, favoring substance over hype.

## SEMANTIC COHERENCE

Homepage promise vs. Sub-page reality.

19

95% Reputation

There is virtually zero semantic drift between the homepage signal and sub-page expectations. The hero section promise to ascend to the peak of a haunted kingdom is consistently supported by gameplay details on the same page. While the cart sub-page is currently an empty container (discovery score 16), it does not contradict the primary marketing signal. The messaging regarding the character Hornet and the hand-crafted 2D style remains uniform throughout.

## TRUST & PROOF

Verifiable evidence vs. Trust Theatre.

19

95% Reputation

### DIAGNOSIS: TRUST THEATRE

The site does not utilize typical trust theatre such as unverified 5-star badges or generic testimonials. While the metadata indicates a review count of 7, these are not prominently displayed as marketing fluff. The inclusion of major platform logos like PS5, Xbox Game Pass, and Switch 2 acts as legitimate institutional proof. The link to a Press Kit provides a direct path for external validation by journalists.

### EVIDENCE: PROOF DENSITY

Proof density is high due to the specificity of the deliverables. The site mentions hand-crafted, 2D style and illustrates this with multiple image slides (Slide 1 through 6). The naming of an award-winning composer and the list of compatible hardware platforms provide verifiable external anchors. The ratio of specific nouns (Gilded cities, lakes of fire) to vague assertions is approximately 4:1.

## COMMODITY FINGERPRINT

Detection of industry cliches/templates.

13

87% Reputation

The commodity fingerprint is minimal because the value proposition is tied to a specific, unique intellectual property. Phrases like Beauty and Wonder in a Haunted World are industry-standard, but they are immediately tethered to unique game-world details. The site avoids all patterns in the industry jargon dictionary, such as creative placemaking or transformative art. The only template fingerprints are the presence of a Press Kit and simple navigation structures.

## IDENTITY & AUTHORITY

Expert verifiability & Schema depth.

9

60% Reputation

### DIAGNOSIS: AUTHORITY GAPS

Authority gaps exist primarily in the technical implementation of structured data. The schema\_json is a basic WebSite type and lacks Organization data for Team Cherry or Person schema for the named composer, Christopher Larkin. While Larkin's expertise is claimed (award-winning), there is no sameAs digital footprint linked in the metadata to verify this claim. Additionally, the homepage lacks an H1 heading, representing a gap between its status as a major game release and its technical SEO execution.

### EVIDENCE: PERFORMANCE VS. CLAIMS

There is no significant disconnect between marketing claims and demonstrated content. The claim of a vast interconnected world is supported by a list of six distinct environmental images (grotto, coral, peak, chambers, greymoor, lace). The performance claim of mastering a whole new suite of moves is specific to gameplay and avoids the grandiose, non-falsifiable claims often found in high-BS sites.

[See how to improve >](#)

## INDUSTRY MATCH & SCORE SUMMARY

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**Arts, Culture & Entertainment Reputation: Team Cherry  
([hollowknightsilksong.com](https://hollowknightsilksong.com))**

**Reputation: 87 / 100**

### INDUSTRY CLASSIFICATION

The site perfectly matches the Arts, Culture & Entertainment category, specifically within the video game industry. The content is entirely focused on a creative media product, utilizing industry-appropriate descriptions of gameplay, art style, and music.

*"The score of 87 is driven by the site's refusal to use generic marketing jargon and its high noun-to-adjective ratio. Points were primarily lost in the Identity and Authority pillar due to a lack of sophisticated schema and minor technical oversights like the missing H1. Compared to the industry average, this site is an outlier for its high level of proof and low level of fluff."*

### 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://hollowknightsilksong.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 27, 2026

**(c) 1EuroSEO Independent Evaluator - Non-Sponsored Result**