

# AI Reputation Analysis and Signal Evaluation - ??????????? (Madhouse Inc.)

## BRAND AI REPUTATION

Arts, Culture & Entertainment Reputation:  
??????????? (Madhouse Inc.)  
(madhouse.co.jp)

<https://madhouse.co.jp>

Industry: Arts, Culture & Entertainment



REPUTATION LEVEL

## ARTS, CULTURE & ENTERTAINMENT

**67.5 Avg Reputation**

Based on 1884 businesses audited.

### LOWER REPUTATION THAN AVERAGE

??????????? (Madhouse Inc.) has 15.5 points less reputation than the average for Arts, Culture & Entertainment.

## EXPERT VERDICT

This is a digital ghost town representing a legendary brand. It isn't high-BS due to 'marketing fluff,' but rather due to 'informational vacancy'?it promises a gateway to world-class animation but delivers empty template containers.

[See how to improve >](#)

## INFO DENSITY

Power-words vs. Substance ratio.

17

57% Reputation

The site suffers from a substance vacuum rather than fluff. While headings like THE MAKING OF ANIMATION and MOVIE are functional, the body substance ratio is poor because the pages are unpopulated. The clean text across the homepage and MOVIE page explicitly states 'no news,' 'no specials,' and 'no matching works,' resulting in zero specificity despite the brand's stated pedigree.

## SEMANTIC COHERENCE

Homepage promise vs. Sub-page reality.

10

50% Reputation

There is a sharp divergence between the meta-signal and the page substance. The meta description promises content for 'Frieren' and 'Overlord,' but the actual sub-pages (special and movie) return empty results. This creates a disconnect where the 'Signal' of a top-tier studio is contradicted by the 'Substance' of an abandoned or unmaintained digital archive.

## TRUST & PROOF

Verifiable evidence vs. Trust Theatre.

12

60% Reputation

### DIAGNOSIS: TRUST THEATRE

The site does not utilize typical trust theatre flags like unverified reviews; however, its proof\_links\_count is 0 across all pages. It relies entirely on the user's prior knowledge of the brand name mentioned in the meta title. There is no external validation or outbound proof paths provided in the crawled content to back up the studio's production claims.

### EVIDENCE: PROOF DENSITY

Proof density is nearly non-existent in the body text. The only specific evidence (title names) is confined to the meta data. Across the four pages, there are zero instances of specific dates, employee names, or technical production details, leaving a 0% ratio of verifiable substance to placeholder text.

## COMMODITY FINGERPRINT

Detection of industry cliches/templates.

11

73% Reputation

The site avoids standard marketing jargon like 'immersive experience,' but it is heavily reliant on template fingerprints. The use of PICK UP, ARCHIVE, and OTHER as H2 headings with no underlying content indicates a boilerplate structure that has not been customized. This makes the site feel like a generic placeholder rather than a bespoke creative studio's portal.

## IDENTITY & AUTHORITY

Expert verifiability & Schema depth.

2

13% Reputation

### DIAGNOSIS: AUTHORITY GAPS

Authority is severely undermined by technical gaps: schema\_json is null across all four pages, and H1 tags are missing on the homepage. While the studio references 'staff interviews' in the SPECIAL page text, no individual experts or creators are named in the structured data or text. This lack of digital footprint for its experts creates a significant authority gap.

### EVIDENCE: PERFORMANCE VS. CLAIMS

The performance claims are implicit rather than marketing-heavy, centered on the production of famous anime. However, the disconnect is visible in the MOVIE page which categories works by TV and OVA but then states 'no matching works found.' The site claims the status of an active production house while demonstrating zero current activity in its content nodes.

[See how to improve >](#)

## INDUSTRY MATCH & SCORE SUMMARY

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**Arts, Culture & Entertainment Reputation: ?????????? (Madhouse Inc.)  
(madhouse.co.jp)**

**Reputation: 52 / 100**

### INDUSTRY CLASSIFICATION

The site fits the Arts, Culture & Entertainment category as a specialized animation studio. The meta descriptions explicitly reference high-profile IP like Frieren and Hunter x Hunter, confirming its role in media production.

*"The score of 52 is driven by high Authority Gap and Information Density penalties. The site is structurally sound but content-empty, leading to a high BS score for a company that should, by definition, have significant substance to display."*

### 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://madhouse.co.jp> 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 25, 2026

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