

AI Reputation Analysis and Signal Evaluation - MercurySteam

BRAND AI REPUTATION

Arts, Culture & Entertainment Reputation: MercurySteam (mercurysteam.com)

https://mercurysteam.com

Industry: Arts, Culture & Entertainment



REPUTATION LEVEL

ARTS, CULTURE & ENTERTAINMENT

67.5 Avg Reputation

Based on 1884 businesses audited.

LOWER REPUTATION THAN AVERAGE

MercurySteam has 0.5 points less reputation than the average for Arts, Culture & Entertainment.

EXPERT VERDICT

MercurySteam presents as a 'Ghost Studio'? a site with zero marketing bullshit but extreme technical and temporal neglect. It is less of a business and more of an abandoned digital museum of 2010s-era console successes.

[See how to improve >](#)

INFO DENSITY

Power-words vs. Substance ratio.

20

67% Reputation

The Information Density is skewed by the placeholder nature of the site. While the H1 'Temporary site' is the antithesis of fluff, the body substance ratio is poor because the site provides only a list of game titles like 'Metroid Samus Returns' and 'Scrapland' without any descriptive substance, metrics, or project details. The specificity score is saved only by the inclusion of these verifiable third-party intellectual properties.

SEMANTIC COHERENCE

Homepage promise vs. Sub-page reality.

17

85% Reputation

There is minimal semantic drift because the site makes almost no marketing promises. The Meta Description identifies it as a 'Video game development studio,' and the homepage delivers a visual portfolio of games, albeit in a 'Temporary site' format. The only divergence is between the global prestige of the mentioned titles and the low-effort, stale web presence that has remained 'temporary' for years.

TRUST & PROOF

Verifiable evidence vs. Trust Theatre.

12

60% Reputation

DIAGNOSIS: TRUST THEATRE

The analysis detects a minor Trust Theatre flag on the Conditions page, which reports a review_count of 5 despite no visible customer or critic reviews in the clean text. Furthermore, while the studio mentions world-class titles, there are zero outbound proof links to official awards, sales figures, or critical reception (e.g., Metacritic) to substantiate the impact of these works. The lack of external validation paths for such high-profile claims is a notable omission.

EVIDENCE: PROOF DENSITY

The proof density is moderate; the studio relies on the visual proof of 'Metroid' and 'Castlevania' logos. While these are strong anchors, the site provides no primary evidence of its current status, employee count, or technical capabilities. The ratio of verifiable titles to actual company data is high, but the data is aging rapidly.

COMMODITY FINGERPRINT

Detection of industry cliches/templates.

11

73% Reputation

The site is dominated by boilerplate legal language, with the Privacy and Conditions pages accounting for over 90% of the total character count. The value proposition is entirely reliant on recognized IP logos, which prevents it from being a generic copy-paste, but the 'Temporary site' and 'About Mercury Steam' blocks use generic structural markers that suggest a neglected template.

IDENTITY & AUTHORITY

Expert verifiability & Schema depth.

7

47% Reputation

DIAGNOSIS: AUTHORITY GAPS

There is a significant Authority Gap due to the total absence of structured data (schema_json is null) and a technical footprint that appears frozen in time. The Privacy Policy was last updated on April 15, 2016, which is over 120 months stale relative to the current system date of May 24, 2026. No individual experts or founders are mentioned with verifiable digital footprints (Person schema).

EVIDENCE: PERFORMANCE VS. CLAIMS

The site avoids the typical 'world-class' or 'innovative' marketing claims, opting for a silent demonstration of work. However, the disconnect lies in the silence itself; for a studio claiming titles like 'Metroid Dread,' the total lack of current performance data, studio milestones, or hiring activity on-page creates a vacuum where substance should be.

[See how to improve >](#)

INDUSTRY MATCH & SCORE SUMMARY

Arts, Culture & Entertainment Reputation: MercurySteam
(mercurysteam.com)

Reputation: 67 / 100

INDUSTRY CLASSIFICATION

The site aligns perfectly with the Arts, Culture & Entertainment industry, specifically in the sub-sector of video game development. Content evidence includes references to high-profile IPs such as Metroid Dread

and Castlevania: Lords of Shadow.

"The score of 67 is driven largely by the Identity and Authority pillar (due to missing schema and 10-year-old staleness) and the Trust and Proof pillar. The site avoids a higher score because it refuses to engage in the generic marketing fluff and jargon-heavy claims typical of its industry. It is a site of high-quality IP but zero current substance."

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://mercurysteam.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 24, 2026

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