

AI Reputation Analysis and Signal Evaluation - mo.co (Supercell)

BRAND AI REPUTATION

Arts, Culture & Entertainment Reputation: mo.co (Supercell) (moco.supercell.com)

https://moco.supercell.com

Industry: Arts, Culture & Entertainment



REPUTATION LEVEL

ARTS, CULTURE & ENTERTAINMENT

67.5 Avg Reputation

Based on 1884 businesses audited.

LOWER REPUTATION THAN AVERAGE

mo.co (Supercell) has 36.5 points less reputation than the average for Arts, Culture & Entertainment.

EXPERT VERDICT

A digital ghost ship that is 100% signal and 0% substance. It uses a high-gloss meta-description to mask a complete lack of structural, technical, and informational content.

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INFO DENSITY

Power-words vs. Substance ratio.

4

13% Reputation

The information density is near zero, as the crawled data shows a character count of 0 for the body text. All potential information is sequestered in the meta description 'HUNT MONSTERS WITH STYLE,' which contains zero specific nouns, numbers, or named entities. The absence of H1 through H4 headings results in a 100% fluff saturation rate for structural elements. There are 0 instances of specific evidence, such as technical protocols, named frameworks, or measurable outcomes, across the entire primary signal.

SEMANTIC COHERENCE

Homepage promise vs. Sub-page reality.

7

35% Reputation

The homepage H1 and hero sections are entirely absent, leaving the meta title 'mo.co' and meta description as the only signals. The promise to 'JOIN MO.CO' and 'HUNT MONSTERS' has no corresponding sub-page content to provide substance or delivery. Because there is no clean text or body content, the disconnect between the marketing 'Signal' and the 'Substance' is total. This lack of hierarchy makes it impossible for a user to understand the actual value proposition beyond a vague stylistic command.

TRUST & PROOF

Verifiable evidence vs. Trust Theatre.

8

40% Reputation

DIAGNOSIS: TRUST THEATRE

The site reports a review_count of 0 and a proof_links_count of 0, indicating a total lack of external validation. While it does not trigger the trust_theatre_flag by faking reviews, the claim 'JOIN MO.CO' suggests a community or service that has no verifiable existence in the data. There are no outbound links to third-party platforms, certifications, or case studies to support the brand's legitimacy.

EVIDENCE: PROOF DENSITY

The ratio of verifiable evidence to assertions is 0:1, as there is one primary assertion ('HUNT MONSTERS WITH STYLE') and zero proof points. No specific numbers, dates, or named artists/developers are provided to anchor the claim in reality. The site relies entirely on brand aura rather than technical or descriptive proof.

COMMODITY FINGERPRINT

Detection of industry cliches/templates.

7

47% Reputation

The value proposition 'HUNT MONSTERS WITH STYLE' is a high-commodity trope that could be applied to hundreds of titles in the gaming and entertainment industry. It fails to utilize any of the specific jargon from the Arts and Culture dictionary, but it adheres to the 'generic_claims' pattern of providing 'the best in entertainment' without detail. The site acts as a template-style placeholder with no unique positioning or clearly differentiated mechanics. This level of generic signaling is typical of low-substance 'coming soon' or 'vibe-only' marketing.

IDENTITY & AUTHORITY

Expert verifiability & Schema depth.

5

33% Reputation

DIAGNOSIS: AUTHORITY GAPS

There is a complete identity gap as the schema_json is null and no Organization or Person schema is present. The site claims a brand identity ('mo.co') but provides no SameAs links to social profiles, founder information, or developer (Supercell) credentials. The technical implementation is critically weak, lacking even a basic H1 tag, which contradicts any claim of being a professional entertainment destination.

EVIDENCE: PERFORMANCE VS. CLAIMS

The bold call to action to 'JOIN' and 'HUNT' functions as a performance claim of a functioning service or game that the site fails to demonstrate. There are no results, gameplay metrics, or named features to back up the stylistic 'HUNT MONSTERS' directive. The marketing tone is assertive, yet the evidentiary support is non-existent within the provided text data.

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INDUSTRY MATCH & SCORE SUMMARY

Arts, Culture & Entertainment Reputation: mo.co (Supercell)

Reputation: 31 / 100

(moco.supercell.com)

INDUSTRY CLASSIFICATION

The site is classified under Arts, Culture & Entertainment, yet the metadata points toward a video game product focused on monster hunting. This represents a category mismatch where the 'entertainment' aspect is gaming-specific rather than the 'cultural programming' or 'artistic excellence' defined in the industry pattern dictionary.

"The score of 31 is driven primarily by the Information Density pillar, which suffers from a total void of body text and heading hierarchy. Semantic Coherence and Identity pillars also contributed high penalties due to the missing schema and the total lack of content to fulfill the meta-description's promise. The site's status as 'insufficient' data effectively maximizes its BS score because it provides nothing but marketing signal."

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://moco.supercell.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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