

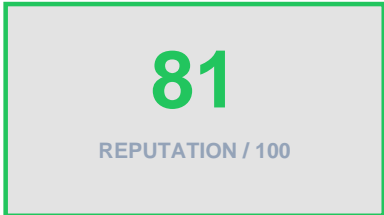
# AI Reputation Analysis and Signal Evaluation - Roxley Games

## BRAND AI REPUTATION

### Arts, Culture & Entertainment Reputation: Roxley Games (roxley.com)

https://roxley.com

Industry: Arts, Culture & Entertainment



REPUTATION LEVEL

## ARTS, CULTURE & ENTERTAINMENT

### 67.5 Avg Reputation

Based on 1884 businesses audited.

#### HIGHER REPUTATION THAN AVERAGE

Roxley Games has 13.5 points more reputation than the average for Arts, Culture & Entertainment.

## EXPERT VERDICT

Roxley Games is a rare example of a site where marketing hyperbole is backed by obsessive product detail. The BS score is low because the site treats its audience as hobbyists seeking data rather than consumers to be manipulated by vague vibes.

[See how to improve >](#)

## INFO DENSITY

Power-words vs. Substance ratio.

24

80% Reputation

The site exhibits high substance, particularly on product pages like Santorini and Skyrise. While H1 headings contain some thematic marketing language ('Build an empire. Bury your rivals. '), the body text provides granular technical data, including exact component counts (e.g., '52 x Unique 3D Structure Minis') and specific rule summaries. Fluff is limited to brand-voice hyperboles like 'conquer the minds of humanity' which are secondary to the data-heavy content.

## SEMANTIC COHERENCE

Homepage promise vs. Sub-page reality.

18

90% Reputation

There is virtually zero drift between the homepage signal and the sub-page evidence. The homepage promises 'innovative, addictive, beautiful' games, and the sub-pages deliver deep-dives into game mechanics, professional credits for artists and designers, and clear pricing. The transition from the 'Hero' marketing layer to the 'Product' utility layer is seamless and consistent.

## TRUST & PROOF

Verifiable evidence vs. Trust Theatre.

20

100% Reputation

### DIAGNOSIS: TRUST THEATRE

Trust is established through functional proof rather than empty badges. Review counts (25 on product pages) are supported by proof\_links\_count and outbound links to external third-party validation, such as Rodney Smith's 'Watch It Played' YouTube tutorials. This creates a high-integrity proof path that goes beyond 'Trust Theatre' by providing actual educational value.

### EVIDENCE: PROOF DENSITY

The ratio of evidence to fluff is high. For every brand-focused heading, there are multiple specific proof points, including designer names, box dimensions/contents, and YouTube tutorial links. The 'Crowdfunding Updates' section provides temporal proof of activity with a fulfillment update dated May 1, 2026, within weeks of the analysis date.

## COMMODITY FINGERPRINT

Detection of industry cliches/templates.

11

73% Reputation

The site avoids most industry clichés, though it does use a repeated string of adjectives ('innovative. polished. replayable. beautiful. addictive.') across multiple pages. However, the value proposition is highly unique to the specific intellectual properties (Brass, Santorini, Skyrise) and would be impossible to copy-paste onto a competitor without immediate detection.

## IDENTITY & AUTHORITY

Expert verifiability & Schema depth.

12

80% Reputation

### DIAGNOSIS: AUTHORITY GAPS

Authority is well-established through the naming of specific industry figures like Sebastien Pauchon and Adam Wyse. While the schema\_json was not detected in the crawl, the technical implementation of the shop and the presence of UPC and Product Codes (e.g., ROX306-C) provide sufficient commercial authority. A minor gap exists in the lack of Person schema to connect designers to their digital footprints.

### EVIDENCE: PERFORMANCE VS. CLAIMS

There is no disconnect between claims and demonstrations. A claim like 'Teachable in 30 seconds' is immediately followed by a summary of the two-step ruleset (Move and Build), proving the assertion. The site demonstrates its products' quality through 3D renders and component lists rather than just asserting 'world-class' status.

[See how to improve >](#)

## INDUSTRY MATCH & SCORE SUMMARY

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**Arts, Culture & Entertainment Reputation: Roxley Games (roxley.com)**

**Reputation: 81 / 100**

### INDUSTRY CLASSIFICATION

The website perfectly aligns with the tabletop gaming industry. It provides high-density product specifications, designer credits, and community updates that match the expectations for a specialist game publisher.

*"The score of 81 is driven by the site's exceptional transparency regarding product components and design credits. Minimal points were lost for repetitive marketing adjectives and the absence of rich structured data in the provided crawl, but the site remains one of the most substance-heavy examples in its category."*

### 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://roxley.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 25, 2026

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