

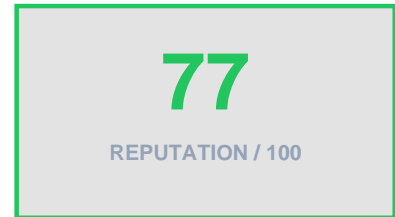
# AI Reputation Analysis and Signal Evaluation - Troller (Ford Motor Company Brasil Ltda. ? Divisão Troller)

## BRAND AI REPUTATION

### Automotive Dealerships & Sales Reputation: Troller (Ford Motor Company Brasil Ltda. ? Divisão Troller) (troller.com.br)

<https://troller.com.br>

Industry: Automotive Dealerships & Sales



REPUTATION LEVEL

## AUTOMOTIVE DEALERSHIPS & SALES

### 57.5 Avg Reputation

Based on 316 businesses audited.

#### HIGHER REPUTATION THAN AVERAGE

Troller (Ford Motor Company Brasil Ltda. ? Divisão Troller) has 19.5 points more reputation than the average for Automotive Dealerships & Sales.

## EXPERT VERDICT

A 'Ghost Ship' site with zero fluff but low pulse. It contains no traditional bullshit because it has stopped selling, serving only as a technical tomb for a discontinued brand's legal obligations.

[See how to improve >](#)

## INFO DENSITY

Power-words vs. Substance ratio.

27

90% Reputation

Information density is high but geographically and temporally concentrated. The Recall page contains extreme substance with specific chassis numbers (e.g., MH400938 to MH402005) and technical descriptions of the 'interruptor de corte do combustível.' However, the Homepage is almost entirely void of text, consisting of image placeholders for outdated events like 'Covid-19' and 'Recall 2021,' resulting in an inconsistent substance-to-fluff ratio across the domain.

## SEMANTIC COHERENCE

Homepage promise vs. Sub-page reality.

16

80% Reputation

There is a notable drift between the meta-signal and the delivered content. The meta\_description promises consumers can 'conheça a história do Troller T4' and 'Agende um test drive,' yet the sub-pages provide no historical narrative or functional lead capture for test drives. The site has drifted from a brand-discovery platform into a static regulatory archive.

## TRUST & PROOF

Verifiable evidence vs. Trust Theatre.

18

90% Reputation

### DIAGNOSIS: TRUST THEATRE

Trust theatre is largely absent as the site does not employ unverified reviews or third-party accolades (review\_count: 0). Evidence is provided through physical dealership addresses and a direct 0800 telephone line, though the lack of proof\_links\_count on sub-pages suggests a closed loop of information rather than an externally validated network.

### EVIDENCE: PROOF DENSITY

Proof density is high in the 'Recall' and 'Concessionárias' sections, providing exact VIN ranges and physical coordinates. However, the credibility of this proof is hampered by its age; all evidence is over 36 months old (stale), which significantly reduces its weight in a 2026 context.

## COMMODITY FINGERPRINT

Detection of industry clichés/templates.

13

87% Reputation

The site avoids most automotive sales clichés like 'unbeatable value' or 'best deals in town.' It uses standard utility fingerprints such as 'Localize uma concessionária' and 'Fale Conosco.' The unique positioning of Troller as an 'off-road' specialist remains evident even in the minimal text available.

## IDENTITY & AUTHORITY

Expert verifiability & Schema depth.

3

20% Reputation

### DIAGNOSIS: AUTHORITY GAPS

The site suffers from significant authority gaps due to technical abandonment. There is zero structured data (schema\_json: null) and no Person schema for brand experts or leadership. As of May 2026, the content is severely stale, with the most recent technical update dated January 2022, creating a massive gap in contemporary authority.

### EVIDENCE: PERFORMANCE VS. CLAIMS

There are virtually no marketing performance claims to disconnect from. The site operates on a factual basis, citing technical 'Razões técnicas' for vehicle recalls. The only disconnect is the 'Test Drive' claim in the metadata which is never substantiated with a call-to-action on the pages.

[See how to improve >](#)

**INDUSTRY MATCH & SCORE SUMMARY**

**Automotive Dealerships & Sales Reputation: Troller (Ford Motor Company  
Brasil Ltda. ? Divis?o Troller) ([troller.com.br](http://troller.com.br))**

#### INDUSTRY CLASSIFICATION

The site fits the Automotive category but functions as a legacy customer support portal rather than a sales-active dealership. The content focuses exclusively on post-sale maintenance, recalls, and service locations.

*"The score is driven almost entirely by the Identity and Authority pillar (12/15) due to the total lack of schema and the staleness of all technical data relative to the 2026 system date. The low scores in Information Density and Commodity Fingerprint reflect a site that, while dead, is remarkably free of modern marketing 'hot air' and generic 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://troller.com.br> 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

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