

AI Reputation Analysis and Signal Evaluation - FanDuel

BRAND AI REPUTATION

Casinos, Gambling & Betting Reputation: FanDuel (www.fanduel.com)

https://www.fanduel.com

Industry: Casinos, Gambling & Betting



CASINOS, GAMBLING & BETTING

35.5 Avg Reputation

Based on 418 businesses audited.

REPUTATION LEVEL

HIGHER REPUTATION THAN AVERAGE

FanDuel has 45.5 points more reputation than the average for Casinos, Gambling & Betting.

EXPERT VERDICT

FanDuel is a benchmark for substance in the gambling industry, functioning as a data-rich utility rather than a mere promotional facade. Its low BS score is driven by real-time event tracking, exhaustive educational resources, and transparent regulatory disclosures that align perfectly with its temporal anchor.

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INFO DENSITY

Power-words vs. Substance ratio.

24

80% Reputation

FanDuel exhibits exceptionally high information density, particularly in its sub-pages. While the homepage contains minor fluff in headings like [H2] The content you love, the body text delivers high-substance data including specific horse names in the [H2] LEADERBOARD (e.g., Commandment, Further Ado) and exact points (150, 135). The Research page is a high-utility content hub, citing specific dates for the 2026 Preakness Stakes and MLB Home Run Props for May 16, which matches the current system date, proving real-time relevance over marketing static.

SEMANTIC COHERENCE

Homepage promise vs. Sub-page reality.

19

95% Reputation

Semantic drift is near-zero. The homepage H1 Explore the world of FanDuel serves as an accurate portal to distinct, well-defined service silos (Sportsbook, Casino, Racing, Fantasy) that are fully realized on their respective sub-pages. There is a clean alignment between the 'Sports Betting 101' strategy guide and the actual mechanics of the site, ensuring that the 'Signal' of being a beginner-friendly platform is backed by the 'Substance' of detailed educational content.

TRUST & PROOF

Verifiable evidence vs. Trust Theatre.

20

100% Reputation

DIAGNOSIS: TRUST THEATRE

Trust theatre is minimal, though the review_count of 29 is suspiciously static across several distinct sub-pages (Kentucky Derby, Strategy, Accessibility), suggesting a template-level placeholder rather than page-specific feedback. However, this is neutralized by the proof_links_count and the high volume of verifiable regulatory information, such as the specific list of states where each app is legal (AZ, CO, CT, etc.) and explicit minimum bet amounts (\$2 for straight wagers, \$0.50 for trifectas).

EVIDENCE: PROOF DENSITY

The proof density is high due to the abundance of non-generic evidence. The site provides a detailed map of legal states, a chronological list of 2026 prep races with associated points (e.g., Holy Bull 20-10-6-4-2), and a full directory of available payment methods. This ratio of verifiable data to vague marketing assertions is significantly higher than the industry average.

COMMODITY FINGERPRINT

Detection of industry cliches/templates.

10

67% Reputation

The site uses standard industry templates for sections like [H2] FAQ and [H2] Why FanDuel?, but the content within those templates is highly differentiated. Unlike commodity gambling sites that use generic 'best odds' claims, FanDuel provides a unique value proposition through FanDuel Research and FanDuel TV, offering original analysis and live streaming that competitors often lack. Cliché density is low, appearing only in transitional marketing copy.

IDENTITY & AUTHORITY

Expert verifiability & Schema depth.

12

80% Reputation

DIAGNOSIS: AUTHORITY GAPS

Authority is well-established through the use of Organization and SiteNavigationElement schema, particularly on the FanDuel Research page. While the homepage schema is missing in the crawl, the sub-pages identify specific authors and 'expert picks,' providing a digital footprint for the advice given. The technical implementation is robust, featuring complex tabular data for prep races and leaderboards that demonstrate high technical authority in data management.

EVIDENCE: PERFORMANCE VS. CLAIMS

There is almost no disconnect between marketing tone and demonstrated performance. Claims of making betting 'easy' are substantiated by a 15,000-character 'Sports Betting 101' guide that breaks down complex bet types (Same Game Parlay, Round Robin) with clear examples. Payout claims are supported by a detailed 'Withdraw' section listing specific third-party providers like Venmo and PayPal.

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INDUSTRY MATCH & SCORE SUMMARY

Casinos, Gambling & Betting Reputation: FanDuel (www.fanduel.com)

Reputation: 81 / 100

INDUSTRY CLASSIFICATION

The website is a perfect fit for the Casinos, Gambling & Betting category, providing a comprehensive ecosystem of sports wagering, daily fantasy sports (DFS), horse racing, and online casino services. The presence of specific betting lines, horse racing leaderboards, and state-by-state regulatory maps confirms high industry alignment.

"The score of 81 is driven by the high Information Density (6) and near-perfect Semantic Coherence (1). The presence of live tabular data for the 2026 racing season and the exhaustive 'Sports Betting 101' guide provide a level of substance that effectively neutralizes standard template penalties."

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://www.fanduel.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 16, 2026

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