

AI Reputation Analysis and Signal Evaluation - Mega Millions

BRAND AI REPUTATION

Casinos, Gambling & Betting Reputation: Mega Millions (megamillions.com)

https://megamillions.com

Industry: Casinos, Gambling & Betting



CASINOS, GAMBLING & BETTING

35.5 Avg Reputation

Based on 418 businesses audited.

REPUTATION LEVEL

HIGHER REPUTATION THAN AVERAGE

Mega Millions has 46.5 points more reputation than the average for Casinos, Gambling & Betting.

EXPERT VERDICT

Mega Millions is a high-substance, low-bullshit platform that prioritizes raw data over marketing persuasion. The site's only failures are technical and structural, particularly the absence of Schema.org markup and a crawlable homepage body.

[See how to improve >](#)

INFO DENSITY

Power-words vs. Substance ratio.

28

93% Reputation

The site exhibits exceptionally high information density. Headings like [H1] Latest Winning Numbers and [H2] Prizes and Odds are literal and devoid of marketing power words. The body substance ratio is high, with nearly every sentence containing specific numbers, technical protocols (random number generator), or mathematical odds (1 in 290,472,336). The only penalty is a minor 2-point deduction for repetitive value propositions regarding the annuity vs. cash options across multiple pages.

SEMANTIC COHERENCE

Homepage promise vs. Sub-page reality.

20

100% Reputation

There is zero detectable semantic drift between the homepage and sub-pages. The primary signal of 'Winning Numbers' on the homepage is directly substantiated by the detailed 'Latest Winning Numbers' page. Sub-pages provide the granular data promised by the navigation and meta-descriptions, maintaining a perfect alignment between the user's intent and the delivered substance.

TRUST & PROOF

Verifiable evidence vs. Trust Theatre.

19

95% Reputation

DIAGNOSIS: TRUST THEATRE

The site avoids common trust theatre patterns; the trust_theatre_flag is false across all provided pages. It does not rely on unverified reviews (review_count 0) and instead provides proof_links_count of 1 on key pages, linking to state-specific lottery sites (e.g., California Lottery) for external validation. A negligible 1-point penalty is applied for the unsubstantiated claim in the meta description that it is 'one of America [favorite/leading lotteries].'

EVIDENCE: PROOF DENSITY

The ratio of verifiable evidence to assertions is nearly 1:1. Every prize tier mentioned is accompanied by its specific match requirements and calculated odds. The presence of pari-mutuel disclaimers and links to the California Lottery site provides a high density of verifiable regulatory proof.

COMMODITY FINGERPRINT

Detection of industry cliches/templates.

12

80% Reputation

The site uses industry jargon such as 'responsible gaming' and 'biggest jackpots,' which matches the industry dictionary. However, these are treated as technical descriptors rather than fluff. A 3-point penalty is applied for template fingerprints like 'How to Play' and 'Prizes and Odds' which are standard across all lottery platforms, and for the use of the generic claim 'biggest jackpots' without a current live comparison to global competitors.

IDENTITY & AUTHORITY

Expert verifiability & Schema depth.

3

20% Reputation

DIAGNOSIS: AUTHORITY GAPS

This is the weakest pillar for the site. Despite being a major national entity, the schema_json is null across all crawled pages, representing a significant technical credibility gap. There is also a lack of Person schema for the leadership or experts mentioned in the 'responsible gaming' or 'annuity' sections, leading to a 12-point total penalty for missing structured identity data and technical implementation gaps (such as the invisible clean_text on the homepage).

EVIDENCE: PERFORMANCE VS. CLAIMS

There is no disconnect between marketing tone and demonstrated performance. The site claims to provide odds and winning numbers and does so using verifiable mathematical tables. It does not promise 'guaranteed wins' or 'winning systems,' which would be common red flags in this industry.

[See how to improve >](#)

INDUSTRY MATCH & SCORE SUMMARY

Casinos, Gambling & Betting Reputation: Mega Millions (megamillions.com)

Reputation: 82 / 100

INDUSTRY CLASSIFICATION

The content strictly aligns with the Casinos, Gambling & Betting industry, specifically focusing on multi-jurisdictional lottery mechanics. All technical data provided, including pari-mutuel prize calculations and ball pool set sizes (1-70 and 1-24), confirms the site's role as a primary information source for the lottery.

"The score of 82 is driven almost entirely by Pillar 5 (Identity and Authority) due to missing schema and technical crawl issues. The site performs near-perfectly in Information Density and Semantic Coherence, providing a masterclass in literal, substance-led content."

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://megamillions.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 30, 2026

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