

# AI Reputation Analysis and Signal Evaluation - Vera Institute of Justice

## BRAND AI REPUTATION

### Charities, Nonprofits & NGOs Reputation: Vera Institute of Justice (vera.org)

https://vera.org

Industry: Charities, Nonprofits & NGOs



REPUTATION LEVEL

## CHARITIES, NONPROFITS & NGOS

### 67.9 Avg Reputation

Based on 261 businesses audited.

#### HIGHER REPUTATION THAN AVERAGE

Vera Institute of Justice has 14.1 points more reputation than the average for Charities, Nonprofits & NGOs.

## EXPERT VERDICT

Vera Institute of Justice is a high-substance entity that uses data as its primary currency. The site avoids the typical nonprofit trap of emotional vagueness, providing instead a forensic look at systemic failures backed by real-time reporting. Its low BS score reflects a rare alignment between institutional signal and digital proof.

[See how to improve >](#)

## INFO DENSITY

Power-words vs. Substance ratio.

25

83% Reputation

Information density is exceptionally high for the nonprofit sector. Rather than relying on emotional fluff, the site uses H5 tags for specific data points like 2X (arrest rates), 10X (legal representation impact), and 40K+ (Pell Grant access). Body text contains granular specifics such as 140 dead in Los Angeles jails and 48 deaths in NYC jails, providing significant substance to the overarching claim of research-based intervention.

## SEMANTIC COHERENCE

Homepage promise vs. Sub-page reality.

20

100% Reputation

There is zero detectable semantic drift between the homepage and sub-pages. The four core pillars introduced on the homepage?Criminalization & Racial Disparities, Reducing Incarceration, Dignity Behind Bars, and Investing in Communities?are directly reflected in the deep-site architecture. The hero signal of scaling evidence-based solutions is directly supported by the Latest from Vera section which features real-time data tools like the ICE Detention Trends Dashboard.

## TRUST & PROOF

Verifiable evidence vs. Trust Theatre.

18

90% Reputation

### DIAGNOSIS: TRUST THEATRE

The trust\_theatre\_flag is false across all analyzed pages. The site does not use generic five-star badges or unverified testimonials; instead, it relies on proof\_links\_count values of 2 to 4 per page, linking to substantive reports and external media coverage like NPR and The Washington Post. The presence of specific dates, such as news items from May 2026, reinforces the credibility of the reporting.

### EVIDENCE: PROOF DENSITY

The ratio of verifiable evidence to assertions is high. For every broad mission statement like Fight for human dignity, the site provides a specific counter-metric or report, such as the Incarceration and Inequality Data Explorer. The news series and special reports sections offer a depth of proof that significantly outweighs the introductory marketing copy.

## COMMODITY FINGERPRINT

Detection of industry cliches/templates.

9

60% Reputation

While the site uses some industry-standard jargon like transformative change and evidence-based solutions, these are almost always paired with specific nouns or metrics. The value proposition is not easily copy-pasted because of the specific focus on the research, test, and scale methodology. However, boilerplate template sections like news filters and sign-up prompts follow standard NGO patterns, contributing a small amount to this score.

## IDENTITY & AUTHORITY

Expert verifiability & Schema depth.

10

67% Reputation

### DIAGNOSIS: AUTHORITY GAPS

Authority gaps are minor but present in the technical implementation. The schema\_json identifies the organization as a LocalBusiness rather than an NGO or Organization, and include a generic priceRange of \$, which is irrelevant for this sector. While the news articles mention specific individuals (e.g., Andry Jose Hernandez Romero), there is a lack of Person schema or SameAs links for the primary researchers and leadership in the provided data.

### EVIDENCE: PERFORMANCE VS. CLAIMS

The disconnect between marketing tone and demonstration is minimal. A bold claim like We research, test, and scale innovative solutions is immediately followed by a list of news items regarding specific jail death counts and legislative analysis. The site demonstrates its performance through active, dated reporting rather than vague promises of future impact.

[See how to improve >](#)

## INDUSTRY MATCH & SCORE SUMMARY

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**Charities, Nonprofits & NGOs Reputation: Vera Institute of Justice  
(vera.org)**

**Reputation: 82 / 100**

### INDUSTRY CLASSIFICATION

The site perfectly aligns with the Charities, Nonprofits & NGOs category, specifically focusing on criminal justice reform and advocacy. The content demonstrates a high level of engagement with government and civic leaders, consistent with a high-level policy and research organization.

*"The score of 82 is primarily driven by small technical authority gaps and the use of some industry-standard jargon. The site's information density and semantic coherence are nearly perfect, effectively neutralizing most commodity template penalties. This is a benchmark example of a low-BS nonprofit website."*

### 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://vera.org> 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 26, 2026

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