

AI Reputation Analysis and Signal Evaluation - Solana Monkey Business

BRAND AI REPUTATION

Crypto, Blockchain & Web3 Reputation: Solana Monkey Business (solanamonkey.business)

<https://solanamonkey.business>

Industry: Crypto, Blockchain & Web3



CRYPTO, BLOCKCHAIN & WEB3

54.3 Avg Reputation

Based on 366 businesses audited.

REPUTATION LEVEL

HIGHER REPUTATION THAN AVERAGE

Solana Monkey Business has 13.7 points more reputation than the average for Crypto, Blockchain & Web3.

EXPERT VERDICT

Solana Monkey Business is a legitimate legacy NFT project that suffers from 'successful-but-sloppy' syndrome. It provides high information density regarding its financial history but fails the BS test on technical execution, particularly with broken legal templates and non-existent heading structures. The brand's substance is real, but its technical presentation is indistinguishable from a template-driven scam.

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INFO DENSITY

Power-words vs. Substance ratio.

28

93% Reputation

The information density is surprisingly high for the NFT sector, with specific financial metrics such as the \$31M volume for the SMB Barrel Raffle and exact ticket counts (79,265) cited. While it uses some power words like 'visually stunning' and 'thriving community,' these are balanced by granular data regarding the Gen1, Gen2, and Gen3 phases, including specific refund totals (\$29.5M). The substance ratio is high because it defines the scarcity and utility of each collection layer with hard numbers rather than just vague roadmap promises.

SEMANTIC COHERENCE

Homepage promise vs. Sub-page reality.

17

85% Reputation

There is very little semantic drift between the homepage signal and the sub-page content. The homepage positions SMB as a legacy brand with multiple collections, and the sub-pages (Privacy and Terms) correctly identify the governing entity as MonkeDAO. However, a minor disconnect exists in the Terms of Use where legal 'Interactive Services' are described, yet the website itself serves primarily as a static informational hub and gateway to a marketplace, showing slight templated overreach in the legal definitions.

TRUST & PROOF

Verifiable evidence vs. Trust Theatre.

10

50% Reputation

DIAGNOSIS: TRUST THEATRE

The site exhibits high Trust Theatre markers, as evidenced by a review_count of 3 or 4 across pages with a proof_links_count of 0. This indicates the site claims status and community validation ('hold great status and provenance') without providing direct, clickable links to third-party verification or on-chain contract addresses within the body text. The trust_theatre_flag is true on all evaluated pages, suggesting a reliance on 'brand aura' rather than verifiable external proof paths.

EVIDENCE: PROOF DENSITY

Proof density is concentrated in historical project data rather than technical verification. While the site lists mint dates (August 3, 2021) and specific collection sizes (5000 for Gen2), it fails to provide direct links to the Solana Explorer or Arweave metadata manifests. The ratio of claims to verifiable on-page proof is approximately 1 specific metric for every 4 marketing assertions.

COMMODITY FINGERPRINT

Detection of industry cliches/templates.

9

60% Reputation

The brand uses standard Web3 cliches such as 'join the revolution' and 'web3 identity,' but its specific 'Reject humanity, return to monke' slogan is a unique community identifier. The Commodity Fingerprint is most visible in the Privacy Policy and Terms of Use, which contain boilerplate text with dead placeholders like '{Invalid hyperlink URL}.' This suggests the legal infrastructure is a copy-pasted commodity rather than a bespoke corporate framework.

IDENTITY & AUTHORITY

Expert verifiability & Schema depth.

4

27% Reputation

DIAGNOSIS: AUTHORITY GAPS

There is a significant authority gap regarding the human element; no founders, artists, or developers are named, which is common in decentralized projects but still scores as a lack of person-based authority. Technical implementation authority is also undermined by a completely missing heading hierarchy (empty h1 and h2 lists in metadata) and broken internal links within the Terms of Use, which contradicts the brand's claim of being an 'oldest and most recognized' leader.

EVIDENCE: PERFORMANCE VS. CLAIMS

The site makes bold claims about the 'status' and 'provenance' of the pixel art monkes without providing a live floor price or market cap data to demonstrate that status as of the current date. While historical raffle volumes are cited, the current performance of the Gen2 and Gen3 collections is not updated, creating a disconnect between past success and present-day value proof. The claims of being 'easily recognisable' are marketing assertions that lack a measurable metric like brand awareness data.

[See how to improve >](#)

INDUSTRY MATCH & SCORE SUMMARY

**Crypto, Blockchain & Web3 Reputation: Solana Monkey Business
(solanamonkey.business)**

Reputation: 68 / 100

INDUSTRY CLASSIFICATION

The site content perfectly aligns with the Crypto, Blockchain & Web3 industry, specifically focusing on NFT collection management and community governance (MonkeDAO). The presence of mint dates, royalty structures, and mentions of Arweave storage confirms a deep integration with the specified category.

"The score of 68 is driven primarily by technical and identity gaps rather than fraudulent intent. The 'Identity and Authority' pillar (11/15) and 'Trust and Proof' (10/20) were the main contributors due to the total absence of named individuals and the use of unverified review counts. The site avoided a much higher score thanks to its impressive 'Information Density' (2/30), which provided actual dollar and ticket volumes instead of 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://solanamonkey.business> 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

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