

AI Reputation Analysis and Signal Evaluation - Artmed

BRAND AI REPUTATION

Dental Clinics & Orthodontics Reputation: Artmed (drarten.com)

https://drarten.com

Industry: Dental Clinics & Orthodontics



DENTAL CLINICS & ORTHODONTICS

56.8 Avg Reputation

Based on 65 businesses audited.

REPUTATION LEVEL

LOWER REPUTATION THAN AVERAGE

Artmed has 9.8 points less reputation than the average for Dental Clinics & Orthodontics.

EXPERT VERDICT

Artmed presents a legitimate clinical background that is unfortunately buried under standard medical tourism BS patterns and sloppy technical execution. The presence of duplicate reviews and grammatical errors in the primary H1 tag suggests a site built on a template that prioritizes 'trust theatre' over verified clinical authority.

[See how to improve >](#)

INFO DENSITY

Power-words vs. Substance ratio.

15

50% Reputation

The information density is inconsistent. While headings like 'Capturing Smiles' and 'We care about you smile' are pure marketing fluff, the body text on the About page contains high-substance markers such as 'Hacettepe University' and 'Medipol University'. However, the services descriptions remain generic, for example, the Hollywood Smile section promises the 'smile you've always dreamed of' without explaining the specific clinical methodology used in their in-house lab.

SEMANTIC COHERENCE

Homepage promise vs. Sub-page reality.

15

75% Reputation

The site maintains strong alignment between its homepage promises of 'Life changing transformations' and its sub-page content, which centers almost entirely on high-ticket cosmetic dentistry. There is minor drift regarding the 'In-House Lab' claim; it is a major H2 on the homepage but lacks a dedicated technical sub-page to prove the equipment specs (e.g., CEREC or 3Shape specifics), appearing instead as a bulleted value prop. Cross-page consistency is high, targeting international patients looking for aesthetic results.

TRUST & PROOF

Verifiable evidence vs. Trust Theatre.

6

30% Reputation

DIAGNOSIS: TRUST THEATRE

Trust theatre is active on the Patients page, where the exact same testimonial by 'Ayten Dinga' is repeated three times under different H2 tags, indicating a template error or a forced attempt to pad the review section. The site claims a 5.0 rating based on 100 reviews in one H2, yet another H2 claims 299 reviews, creating a data contradiction. While proof_links_count is 3 on some pages, there are no outbound links to verifiable professional registrations (e.g., TDB or ITI member directories) to back the Dr.'s claims.

EVIDENCE: PROOF DENSITY

The proof density is moderate. Verifiable education (Hacettepe/Medipol) and membership in organizations like ITI provide a foundation of substance. However, this is diluted by a high volume of unverified claims, such as 'Best Jaw Surgeon in Turkey'. The ratio is approximately 1 point of verifiable professional history for every 4 vague marketing assertions.

COMMODITY FINGERPRINT

Detection of industry cliches/templates.

6

40% Reputation

The site heavily uses industry cliches such as 'Hollywood Smile', 'smile you have always wanted', and 'state-of-the-art technology'. The 'Why Choose Us' and 'Our Treatments' sections follow a standard medical tourism template that could easily be copy-pasted onto any other Istanbul-based clinic. The value proposition is only differentiated by the focus on Dr. Arten's personal brand, though this is weakened by generic template language surrounding the services.

IDENTITY & AUTHORITY

Expert verifiability & Schema depth.

5

33% Reputation

DIAGNOSIS: AUTHORITY GAPS

There is a significant technical credibility gap due to basic grammatical and formatting errors in high-visibility areas, such as the H1 'We care about you smile' (missing 'r') and the H2 'We?re makingan Impression' (missing space). While Dr. Arten is a named expert, the schema_json lacks Person schema and sameAs links to external professional profiles. The claim of being the 'Best Jaw Surgeon' and 'Best Aesthetic Dentist' in Turkey lacks a verifiable award year or naming of the conferring body.

EVIDENCE: PERFORMANCE VS. CLAIMS

The site makes bold performance claims, including '299 reviews' and 'National recognition', but the actual evidence provided is restricted to a small gallery and duplicate text. The 'In-House Lab' is presented as a 'Latest Technology' anchor, but the site provides zero technical specifications or metrics on turnaround times or material types (e.g., specific zirconium brands). The disconnect between 'award-winning' status and the lack of a named awarding institution is a primary BS driver.

[See how to improve >](#)

INDUSTRY MATCH & SCORE SUMMARY

Dental Clinics & Orthodontics Reputation: Artmed (drarten.com)

Reputation: 47 / 100

INDUSTRY CLASSIFICATION

The site perfectly matches the Dental Clinics & Orthodontics category, focusing heavily on cosmetic procedures like Hollywood Smiles and implants. The presence of specific treatment categories and Dr. Arten's bio confirms the industry classification.

"The score of 47 reflects a moderate level of BS. The primary drivers are the Trust and Proof pillar (due to contradictory review counts and duplicate testimonials) and the Identity/Authority pillar (due to technical sloppy errors and unverified 'Best in Turkey' claims). The site escapes a higher score because it provides specific educational and professional affiliation data for the lead dentist."

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://drarten.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: June 20, 2026

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