

# AI Reputation Analysis and Signal Evaluation - De Buyer

## BRAND AI REPUTATION

### Ecommerce & Online Retail Reputation: De Buyer (debuyer.com)

https://debuyer.com

Industry: Ecommerce & Online Retail



REPUTATION LEVEL

## ECOMMERCE & ONLINE RETAIL

### 63.6 Avg Reputation

Based on 3390 businesses audited.

#### LOWER REPUTATION THAN AVERAGE

De Buyer has 24.6 points less reputation than the average for Ecommerce & Online Retail.

## EXPERT VERDICT

De Buyer currently presents a forensic void where brand substance should exist, yielding a high BS score due to the total disconnect between its identity signal and accessible content. The site operates as a digital dead-end that fails to provide even basic schema or contact verification. It is impossible to distinguish this forensic footprint from a placeholder or a parked domain.

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## INFO DENSITY

Power-words vs. Substance ratio.

15

50% Reputation

The Information Density is critically low, with 100% of the 103 characters of body text consisting of functional system boilerplate rather than brand substance. The H1 [Vérificationde sécurité] contains no marketing power words but also provides zero specific nouns or metrics related to the cookware industry. There are zero instances of specific evidence, such as technical specifications, named frameworks, or dated results, across the entire crawl. This absence of industry-relevant content results in a complete failure to provide measurable substance.

## SEMANTIC COHERENCE

Homepage promise vs. Sub-page reality.

0

0% Reputation

There is a massive drift between the primary brand signal [De Buyer] and the page substance [Vérification de sécurité]. The meta-identity promises a brand experience that the actual landing content immediately contradicts by presenting a technical barrier. Because no sub-pages were accessible during the crawl, the site fails to support its homepage positioning with any secondary messaging or product depth. The heading hierarchy is incoherent, consisting of a single system-level H1 that bears no relation to the business's claimed commercial purpose.

## TRUST & PROOF

Verifiable evidence vs. Trust Theatre.

15

75% Reputation

### DIAGNOSIS: TRUST THEATRE

While no review-related trust theatre was detected (review\_count is 0), the site exhibits a total absence of proof paths with a proof\_links\_count of 0. There are no outbound links to third-party verification platforms, certifications, or physical business locations. The site relies entirely on its meta-title for identity without providing any verifiable digital breadcrumbs to substantiate the 'De Buyer' brand. This creates a state of 'unsubstantiated authority' where the brand exists only as a label with no forensic backing.

### EVIDENCE: PROOF DENSITY

The proof density is 0:1, with zero verifiable proof points found against a background of generic system assertions. There are no specific manufacturing protocols, artisan details, or dated company milestones to anchor the brand in reality. Every accessible character of text is dedicated to a technical process, leaving the commercial identity entirely unproven.

## COMMODITY FINGERPRINT

Detection of industry cliches/templates.

9

60% Reputation

The site currently lacks the industry jargon and value proposition cliches typical of Ecommerce (e.g., 'premium quality at affordable prices') only because it lacks marketing content. The existing value proposition is a generic security challenge that is 100% copy-pasteable across any digital property, earning a maximum penalty for lack of uniqueness. A single template section exists with zero specific content, reflecting a technical boilerplate state rather than a curated brand experience.

## IDENTITY & AUTHORITY

Expert verifiability & Schema depth.

0

0% Reputation

### DIAGNOSIS: AUTHORITY GAPS

There is a total authority gap evidenced by a null schema\_json and the lack of any Person schema for founders or experts. The brand references experts neither by name nor by digital footprint, and the technical implementation of a security wall creates a significant gap in professional credibility. The absence of a physical address or verifiable company registration in the crawl data further highlights the lack of established digital authority.

### EVIDENCE: PERFORMANCE VS. CLAIMS

The site avoids making bold performance claims like 'trusted by thousands,' yet there is a sharp disconnect between the professional tone of the meta-title and the actual technical failure to deliver content. There are no results, case studies, or named clients provided to demonstrate capability or history. The marketing signal is essentially a ghost, as the site demonstrates a security protocol rather than the performance of a retail leader.

[See how to improve >](#)

## INDUSTRY MATCH & SCORE SUMMARY

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**Ecommerce & Online Retail Reputation: De Buyer (debuyer.com)**

**Reputation: 39 / 100**

### INDUSTRY CLASSIFICATION

The meta-title indicates the site belongs to the De Buyer brand, which aligns with the Ecommerce & Online Retail sector. However, the available content is exclusively technical and related to a security gateway, failing to confirm any industry-specific utility or product relevance.

*"The score is primarily driven by the maximum penalties in Semantic Coherence (20/20) and Identity and Authority (15/15) resulting from the security wall barrier. While the site lacks the typical marketing 'fluff' of Ecommerce (keeping Information Density at 15/30), it provides zero counter-substance to offset the penalties for missing schema and evidence. The Trust and Proof score (5/20) reflects a complete absence of external validation links."*

### 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://debuyer.com> 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 28, 2026

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