

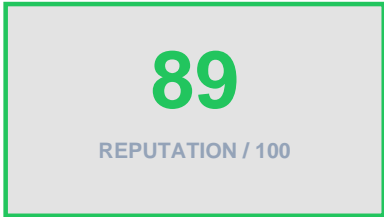
AI Reputation Analysis and Signal Evaluation - DFRobot

BRAND AI REPUTATION

Ecommerce & Online Retail Reputation: DFRobot (dfrobot.com)

https://dfrobot.com

Industry: Ecommerce & Online Retail



REPUTATION LEVEL

ECOMMERCE & ONLINE RETAIL

63.6 Avg Reputation

Based on 3390 businesses audited.

HIGHER REPUTATION THAN AVERAGE

DFRobot has 25.4 points more reputation than the average for Ecommerce & Online Retail.

EXPERT VERDICT

DFRobot is a high-substance technical repository that happens to have a checkout button. It avoids the typical e-commerce 'lifestyle' fluff in favor of raw specifications, schematics, and external review links. This is a benchmark for low-BS product-led communication.

[See how to improve >](#)

INFO DENSITY

Power-words vs. Substance ratio.

26

87% Reputation

The site exhibits an exceptionally high ratio of substance to fluff. Headings such as 'LattePanda 2 Alpha 864s' and 'RS485 Industrial Water Quality Residual Chlorine Sensor' are precise nouns followed immediately by technical specifications like 'Intel Core i5 8200Y' and '4128 PassMark benchmark.' Only the top-level H2 headings like 'Discover' and 'Featured' contain generic power words, but these are immediately substantiated by product data.

SEMANTIC COHERENCE

Homepage promise vs. Sub-page reality.

20

100% Reputation

There is zero detectable semantic drift between the homepage signal and sub-page delivery. The H1 claim of 'Open-Source Hardware Electronics and Kits' is followed on the Liquid Sensors page with 20+ specific SKU entries and on the product pages with granular 'Shipping Lists' and 'Selection Guides' that match the technical promise of the hero section.

TRUST & PROOF

Verifiable evidence vs. Trust Theatre.

16

80% Reputation

DIAGNOSIS: TRUST THEATRE

Trust theatre is minimal. While the site uses standard trust signals like 'Secure and Convenient Payment,' it backs its product claims with a 'Resource' section linking to external media reviews from 'Cameron Gray' and 'Electro India' and a 'Documents' section providing FCC/CE Certifications. The review counts (70 and 113) are associated with specific dates and user names, including recent feedback from March 2026.

EVIDENCE: PROOF DENSITY

The proof density is high, with a ratio of approximately 10 technical facts for every 1 marketing claim. The presence of 'Documents' H4 headers providing direct links to 'Tutorial: Install Linux' and 'FCC/CE Certifications' provides a path for validation that most e-commerce sites lack.

COMMODITY FINGERPRINT

Detection of industry cliches/templates.

12

80% Reputation

The site avoids most industry cliches, though it does use template-standard phrases such as 'Free Shipping over \$150' and 'Customer Support is our priority' in the footer. The product line is clearly differentiated (e.g., the LattePanda and Gravity series), meaning the value proposition could not be easily copy-pasted by a competitor without changing the entire inventory and technical documentation.

IDENTITY & AUTHORITY

Expert verifiability & Schema depth.

15

100% Reputation

DIAGNOSIS: AUTHORITY GAPS

Authority is well-established through technical transparency. The JSON-LD schema is robust, containing an Organization object with five 'sameAs' links to verified social profiles and a developer Discord. There are no expert claims without footprints; instead, the site points to an 'official community' and 'Wiki' for technical validation.

EVIDENCE: PERFORMANCE VS. CLAIMS

Performance claims are grounded in verifiable benchmarks. For example, the claim of 'double computing power compared with same price range products' is accompanied by a specific 'PassMark' score of 4128. This move from marketing adjective to quantifiable metric effectively neutralizes BS risk.

[See how to improve >](#)

INDUSTRY MATCH & SCORE SUMMARY

Ecommerce & Online Retail Reputation: DFRobot (dfrobot.com)

Reputation: 89 / 100

INDUSTRY CLASSIFICATION

The website perfectly aligns with the Electronics and Open-Source Hardware industry. The content is heavily saturated with technical specifications, SKU-level data, and integration protocols (UART, I2C, RS485) that confirm it is a specialist retailer rather than a generic reseller.

"The score of 89 is driven by minor penalties in Information Density (for generic top-level headings) and

Trust Theatre (for internal review displays). The site scores 0 in Semantic Coherence and Identity/Authority due to its flawless technical alignment and robust structured data."

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://dfrobot.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 29, 2026

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