

# AI Reputation Analysis and Signal Evaluation - Feker

BRAND AI REPUTATION

## Ecommerce & Online Retail Reputation: Feker (fekertech.com)

https://fekertech.com

Industry: Ecommerce & Online Retail



REPUTATION LEVEL

ECOMMERCE & ONLINE RETAIL

### 63.6 Avg Reputation

Based on 3390 businesses audited.

HIGHER REPUTATION THAN AVERAGE

Feker has 9.4 points more reputation than the average for Ecommerce & Online Retail.

#### EXPERT VERDICT

Feker is a product-heavy, fluff-light site that genuinely serves the mechanical keyboard community. Its low BS score is earned through technical specificity, though it is slightly undermined by technical template errors and a lack of corporate transparency.

[See how to improve >](#)

#### INFO DENSITY

Power-words vs. Substance ratio.

25

83% Reputation

Information density is exceptionally high for an ecommerce site. Instead of generic fluff, headings like Feker Alice98 QMK/VIA and FEKER GALAXY80 are followed by specific technical nouns such as Gasket-mounted, Hot Swappable, and Triple Modes. The substance-to-power-word ratio is healthy, favoring actual product specs over empty descriptors like revolutionary or elite.

#### SEMANTIC COHERENCE

Homepage promise vs. Sub-page reality.

18

90% Reputation

There is virtually zero semantic drift between the homepage and sub-pages. The homepage signals a focus on specialized ergonomic and gaming keyboards, and the Keyboards collection page delivers exactly that without shifting toward generic or lower-quality inventory. The only inconsistency is the technical presence of H2 tags for age confirmation (Confirm your age) which appears to be a template error for an electronics store.

## TRUST & PROOF

Verifiable evidence vs. Trust Theatre.

11

55% Reputation

### DIAGNOSIS: TRUST THEATRE

The site displays a significant review count of 406-420, yet there are zero links to third-party verification platforms, suggesting these may be unverified internal reviews. While they offer a 1 Year Warranty and 7-Day Return Policy as H3 trust signals, there are no direct outbound links to detailed policy pages in the crawl data, which is a classic trust theatre pattern.

### EVIDENCE: PROOF DENSITY

The proof density is high regarding technical delivery, evidenced by a dedicated Software page providing actual drivers for the K75 and K75 Lite models. However, the ratio of verifiable business evidence to product claims is lower, as the site offers no third-party certifications or verified customer project galleries.

## COMMODITY FINGERPRINT

Detection of industry cliches/templates.

10

67% Reputation

The brand avoids most generic value proposition cliches by focusing on specific keyboard layouts like the Alice ergonomic design. However, it still relies on boilerplate Shopify template language such as Main menu, Information, and Search our store. The high volume of Sold Out products across the collection page is a common fingerprint for either high demand or a poorly managed supply chain.

## IDENTITY & AUTHORITY

Expert verifiability & Schema depth.

9

60% Reputation

### DIAGNOSIS: AUTHORITY GAPS

There is a notable authority gap regarding the physical entity behind the brand. While Organization schema is present, it lacks a physical address, official company registration, or founder details. The expert footprint is limited to social media links without any Person schema to anchor the technical authority of the designers or engineers.

### EVIDENCE: PERFORMANCE VS. CLAIMS

The site makes bold logistic claims like Worldwide Shipping and Online Support with specific hours (UTC+8), but fails to provide a specific shipping policy link or a dedicated contact page with a response time guarantee. These are standard marketing assertions that lack a direct proof path to the execution details.

[See how to improve >](#)

## INDUSTRY MATCH & SCORE SUMMARY

Ecommerce & Online Retail Reputation: Feker (fekertech.com)

Reputation: 73 / 100

### INDUSTRY CLASSIFICATION

The site is a highly specialized participant in the mechanical keyboard niche of the Ecommerce & Online Retail industry. All content, from product names to technical specifications, confirms a focus on enthusiast-grade peripherals.

*"The score of 73 was driven primarily by the high information density and technical accuracy of the content."*

*Points were deducted for the trust theatre of unverified reviews, the lack of a verifiable physical business footprint, and the technical clumsiness of the age-gate headings appearing in the hierarchy."*

#### **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://fekertech.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 26, 2026

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