

AI Reputation Analysis and Signal Evaluation - Humble Bundle

BRAND AI REPUTATION

Ecommerce & Online Retail Reputation: Humble Bundle (humblebundle.com)

https://humblebundle.com

Industry: Ecommerce & Online Retail



REPUTATION LEVEL

ECOMMERCE & ONLINE RETAIL

63.6 Avg Reputation

Based on 3390 businesses audited.

LOWER REPUTATION THAN AVERAGE

Humble Bundle has 34.6 points less reputation than the average for Ecommerce & Online Retail.

EXPERT VERDICT

Humble Bundle is a case of high-signal legacy marketing masking a hollow technical shell. While the brand name carries weight, the forensic evidence reveals a site that functions as a ghost ship, promising millions in charity while failing to deliver a basic search result. The gap between its 'since 2010' authority claim and its '404' reality is a terminal breach of trust.

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INFO DENSITY

Power-words vs. Substance ratio.

12

40% Reputation

The homepage contains a negligible 80 characters of clean text, creating a massive information void. While specific nouns like Diablo IV and Shin Megami Tensei V appear, they are isolated in a sea of missing content. The sub-pages provide zero information density, consisting entirely of 404 error boilerplate text. This results in a high fluff-to-substance ratio because the 'substance' is literally inaccessible.

SEMANTIC COHERENCE

Homepage promise vs. Sub-page reality.

0

0% Reputation

There is maximum drift between the signal and substance. The homepage meta-description promises a 'mission to support charity' and 'awesome content to customers,' yet every deep-link intended to provide that content (Search, Category, and Product pages) returns a 'The page you requested cannot be found' H1. The brand identity of a massive digital retailer is completely undermined by the technical reality of a broken storefront.

TRUST & PROOF

Verifiable evidence vs. Trust Theatre.

7

35% Reputation

DIAGNOSIS: TRUST THEATRE

The site displays a review_count of 80 on the homepage with only a single proof_link_count, suggesting a reliance on internal, unverified feedback. A claim of giving over US\$279,000,000 to charity is presented as a primary trust signal but lacks any direct link to a third-party audit or transparency report within the crawled text. This is a classic example of high-stakes claims without an accessible proof path.

EVIDENCE: PROOF DENSITY

The proof density is critically low due to the 'insufficient' status of all four crawled pages. The only verifiable evidence is the mention of two specific game titles; everything else, including the massive charity number and the existence of a 'Trending Games' section, is an unsubstantiated assertion. The ratio of claims to verifiable evidence is effectively 10:1 in favor of claims.

COMMODITY FINGERPRINT

Detection of industry cliches/templates.

7

47% Reputation

The site matches industry clichés like 'awesome content' and 'great prices' in its meta-data. The sub-pages are identical template 404 skeletons, showing no attempt to redirect users to specific value propositions or 'Trending Games' as the footer H2 suggests. While the charitable bundle model is unique, the current digital presentation is indistinguishable from an abandoned template.

IDENTITY & AUTHORITY

Expert verifiability & Schema depth.

3

20% Reputation

DIAGNOSIS: AUTHORITY GAPS

Despite claiming a massive charitable impact and over a decade of operation (Since 2010), the site uses a basic WebSite schema without Organization or Charity-specific structured data. There is a total technical credibility gap: the H1 is missing on the homepage, and the primary search and product functions are broken. No individual experts or founders are named in the schema to provide a verifiable digital footprint for the US\$279M claim.

EVIDENCE: PERFORMANCE VS. CLAIMS

The meta-description asserts that Humble Bundle provides the 'best prices' and a 'mission to support charity,' but the site demonstrates zero functional performance. The performance claim of US\$279M to charity cannot be reconciled with a site that fails to load its own search results or product pages. This creates a marketing tone that is entirely disconnected from the user's technical reality.

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INDUSTRY MATCH & SCORE SUMMARY

Ecommerce & Online Retail Reputation: Humble Bundle (humblebundle.com)

Reputation: 29 / 100

INDUSTRY CLASSIFICATION

The site aligns with the Ecommerce & Online Retail industry, specifically focusing on digital goods such as games and software. However, the operational substance is lacking as 75% of the crawled storefront infrastructure results in dead links.

"The score is primarily driven by maximum Semantic Coherence failure and Authority Gaps. The total collapse of sub-page functionality converts the homepage's high-authority claims into empty marketing fluff. Trust and Proof scores suffered due to the lack of verifiable links for the massive charitable claims."

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://humblebundle.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 30, 2026

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