

AI Reputation Analysis and Signal Evaluation - KOGA

BRAND AI REPUTATION

Ecommerce & Online Retail Reputation: KOGA (koga.com)

https://koga.com

Industry: Ecommerce & Online Retail



ECOMMERCE & ONLINE RETAIL

63.7 Avg Reputation

Based on 3389 businesses audited.

REPUTATION LEVEL

HIGHER REPUTATION THAN AVERAGE

KOGA has 12.3 points more reputation than the average for Ecommerce & Online Retail.

EXPERT VERDICT

KOGA is a high-substance engineering brand with a website that reflects technical competence over marketing fluff. It is a rare example of a site where the technical specifications actually justify the premium adjectives used in the headings. The BS score is driven only by minor template boilerplate and the lack of structured data.

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INFO DENSITY

Power-words vs. Substance ratio.

21

70% Reputation

The information density is exceptionally high for the industry. While some H2 headings like *Daarom kies je voor Koga* rely on power words, the body text is packed with specific technical nouns and metrics, such as *22 kilo wendbaar*, *Bosch SX Performance Line motor*, and *400 Wh accu uitbreidbaar naar 650 Wh*. The site avoids the typical trap of generic 'premium' claims by defining exactly what makes the E-F3 model lightweight and efficient through specific component mentions like *Gates riemaandrijving* and *Shimano CUES derailleurversnelling*.

SEMANTIC COHERENCE

Homepage promise vs. Sub-page reality.

20

100% Reputation

There is zero detectable semantic drift between the homepage signal and sub-page substance. The homepage H1 Ontdek de KOGA collectie promises a range of bicycles, and the sub-pages deliver deep-dive technical specifications and model variants (6.0, 5.0, Supermetro) that substantiate the premium positioning. The pricing hierarchy is respected, and the transition from lifestyle imagery to technical FAQ/spec lists is logical and consistent.

TRUST & PROOF

Verifiable evidence vs. Trust Theatre.

18

90% Reputation

DIAGNOSIS: TRUST THEATRE

KOGA avoids trust theatre entirely; there are no fabricated countdown timers or unverified 'thousands of happy customers' widgets. The review_count is 0, which is a sign of honesty rather than a lack of proof, as the site relies on external validation like the RAI Vereniging E-bike van het jaar 2025 award. Physical proof paths are strong, including a dedicated test center in Ede and a verifiable Chamber of Commerce registration number (01054298).

EVIDENCE: PROOF DENSITY

The ratio of proof to fluff is approximately 4:1. Specific proof points include named battery capacities (400Wh/250Wh), award dates (2025), technical motor lines (Bosch SX), and legal registration data. Vague assertions are limited to the introductory marketing blurbs in the 'Why Koga' section, but these are quickly anchored by technical specs.

COMMODITY FINGERPRINT

Detection of industry cliches/templates.

7

47% Reputation

The site uses some industry-standard clichés such as Innovatie op maat and Vakmanschap, which matches the generic_claims patterns. However, the unique value proposition?specifically the integration of the Bosch SX motor to achieve a 22kg e-bike?differentiates it from the commodity mass market. The FAQ and Service sections use template-style structures, but the content within is highly specific to bicycle maintenance, such as dry silicon spray for belt drives.

IDENTITY & AUTHORITY

Expert verifiability & Schema depth.

10

67% Reputation

DIAGNOSIS: AUTHORITY GAPS

The primary authority gap is technical; the provided data shows a lack of JSON-LD schema (schema_json: null), which is a missed opportunity for a brand claiming industry leadership. While the site mentions a team of craftsmen, it lacks named experts or engineers with digital footprints (Person schema). However, the legal transparency of being an Accell Nederland B.V. brand provides significant corporate authority.

EVIDENCE: PERFORMANCE VS. CLAIMS

KOGA provides one of the lowest disconnects seen in the category. When they claim a bike is lightweight, they provide the weight (22kg); when they claim innovation, they cite the E-bike of the Year award. The only minor disconnect is the 100% getest claim, which is a vague assertion of a 'strict standard' without a link to the specific testing protocol documentation.

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INDUSTRY MATCH & SCORE SUMMARY

Ecommerce & Online Retail Reputation: KOGA (koga.com)

Reputation: 76 / 100

INDUSTRY CLASSIFICATION

The site is a perfect match for the Ecommerce & Online Retail category, specifically operating as a direct-to-consumer and dealer-supported bicycle manufacturer. The presence of technical specifications, dealer locators, and bike registration features confirms its role as a premium product brand.

"The score of 76 indicates minimal bullshit. The Information Density (9) and Commodity Fingerprint (8) pillars were the primary drivers due to standard industry terminology and concept repetition. Semantic Coherence (0) is flawless, indicating a very well-structured brand narrative."

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://koga.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 31, 2026

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