

AI Reputation Analysis and Signal Evaluation - Ithaca College

BRAND AI REPUTATION

Education, Schools & Universities Reputation: Ithaca College (ithaca.edu)

<https://ithaca.edu>

Industry: Education, Schools & Universities



REPUTATION LEVEL

EDUCATION, SCHOOLS & UNIVERSITIES

61.5 Avg Reputation

Based on 816 businesses audited.

HIGHER REPUTATION THAN AVERAGE

Ithaca College has 2.5 points more reputation than the average for Education, Schools & Universities.

EXPERT VERDICT

Ithaca College delivers a surprisingly low-BS experience by anchoring generic educational platitudes with hard financial data and specific alumni outcomes. While the headings are pure marketing fluff, the internal pages provide the nitty-gritty evidence required for an informed decision. It is an institution that hides its high substance behind a thin veil of standard higher-ed jargon.

[See how to improve >](#)

INFO DENSITY

Power-words vs. Substance ratio.

18

60% Reputation

The site exhibits a dual nature: headings are frequently fluff-saturated, such as H2 Unlock Your True Potential and H2 Create Your Own Story, which contain no specific nouns. However, the body text is dense with substance, citing 140 majors, minors, 290+ hands-on spaces, and exactly 150 waterfalls near campus. The ratio of generic marketing to hard numbers is balanced by specific outcome mentions like the 131st Commencement and the \$215M in financial awards.

SEMANTIC COHERENCE

Homepage promise vs. Sub-page reality.

14

70% Reputation

The homepage hero signals a focus on Undergraduate Teaching, which is well-supported by the Search Majors and Minors section and the 70+ majors listed. There is a slight disconnect where the homepage promises to Unlock your whole self (fluff) while the sub-pages provide highly practical details on 93% financial assistance and residence hall tours. Overall, the drift is minor because the high-level promises are eventually anchored by functional sub-page content.

TRUST & PROOF

Verifiable evidence vs. Trust Theatre.

15

75% Reputation

DIAGNOSIS: TRUST THEATRE

The review_count is 0 across all pages, avoiding the common BS pattern of unverified testimonial carousels. However, the site makes bold claims like being ranked a #1 college town and being Tops in Undergraduate Teaching without direct outbound proof links or specific source attribution in the text. While proof_links_count is 3 on the Giving page, the lack of third-party validation links for major rankings on the homepage creates a small evidence gap.

EVIDENCE: PROOF DENSITY

The proof density is high, with a strong ratio of verifiable evidence to vague assertions. Specific data points like the \$4.6 million gift from the Bergmarks and the enrollment assistance percentages (75% of cost covered by tuition) provide hard substance. The site successfully uses current news (dated May 2026) to prove ongoing institutional activity and relevance.

COMMODITY FINGERPRINT

Detection of industry cliches/templates.

9

60% Reputation

The site uses standard industry jargon such as experiential learning and find your passion, which are common value_prop cliches in higher education. Boilerplate fingerprints like Apply Now and Admissions are present, but the Ithaca Commitment section provides a unique financial transparency value proposition that most competitors lack. The waterfall count (150) and specific mentions of alumni like Ali Louis Bourzgui '21 prevent the content from being entirely copy-pastable onto another college site.

IDENTITY & AUTHORITY

Expert verifiability & Schema depth.

8

53% Reputation

DIAGNOSIS: AUTHORITY GAPS

A significant technical gap exists as the homepage lacks an H1 tag, and schema_json is null across all crawled pages, showing a lack of structured identity data. Authority is recovered through the naming of specific leadership figures, such as President La Jerne Terry Cornish and Board Chair John Neeson ?84. The mention of 15 faculty members receiving promotions at the May 2026 meeting provides verifiable institutional authority despite the technical SEO shortcomings.

EVIDENCE: PERFORMANCE VS. CLAIMS

The marketing tone is aspirational but generally grounded in institutional reality. Claims of being a standard of excellence are backed by specific financial aid stats (93% receive aid) and the 2024-2025 Impact Report. The disconnect is primarily limited to the heading structures, which lean more toward lifestyle branding than academic rigor.

[See how to improve >](#)

INDUSTRY MATCH & SCORE SUMMARY

Education, Schools & Universities Reputation: Ithaca College (ithaca.edu)

Reputation: 64 / 100

INDUSTRY CLASSIFICATION

The content perfectly aligns with the Higher Education industry, focusing on undergraduate and graduate admissions, campus life, and academic programs. Specific terminology like majors, minors, 131st Commencement, and financial aid applications confirms the institutional nature of the site.

"The score of 64 reflects a Low BS rating, primarily driven by the absence of an H1 tag and structured data (Identity & Authority) and the use of industry-standard cliches (Commodity Fingerprint). These are countered by high specificity in the body text and highly current news updates, which significantly lower the Information Density and Trust scores."

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://ithaca.edu> 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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