

AI Reputation Analysis and Signal Evaluation - Skupina ?EZ

BRAND AI REPUTATION

Energy, Utilities & Environmental Services Reputation: Skupina ?EZ (www.cez.cz)

https://www.cez.cz

Industry: Energy, Utilities & Environmental Services



ENERGY, UTILITIES & ENVIRONMENTAL SERVICES

56.6 Avg Reputation

Based on 568 businesses audited.

REPUTATION LEVEL

HIGHER REPUTATION THAN AVERAGE

Skupina ?EZ has 23.4 points more reputation than the average for Energy, Utilities & Environmental Services.

EXPERT VERDICT

?EZ provides a masterclass in corporate substance. While the expected 'trusted leader' veneer exists, it is structurally reinforced by a massive volume of granular pricing, real-time infrastructure data, and verifiable third-party app store metrics. This is a high-utility, low-bullshit digital presence.

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INFO DENSITY

Power-words vs. Substance ratio.

24

80% Reputation

Information density is exceptionally high for a corporate utility site. Instead of relying on vague 'green' promises, the content provides hard data: gas pricing at exactly 1,060 K?/MWh for fixed 3-year contracts, specific bonus tiers ranging from 1,500 to 4,500 K? based on MWh consumption, and a defined 2-month installation window for photovoltaics. Body text ratio is heavily skewed toward technical requirements, such as documentation for energy transfers and specific hardware specifications like the ?EZ Battery Box Queen.

SEMANTIC COHERENCE

Homepage promise vs. Sub-page reality.

19

95% Reputation

Semantic drift is nearly non-existent. The homepage H1 'Skupina ?EZ' and hero signals regarding energy transition and price stability are immediately backed by granular sub-pages that deliver specific tariffs and logistical processes. There is no 'bait and switch' between high-level claims and service delivery; the site functions as a transactional and informational portal where the H1 promise of being a significant producer and trader is proven by the existence of specific investor data and power plant operational updates.

TRUST & PROOF

Verifiable evidence vs. Trust Theatre.

15

75% Reputation

DIAGNOSIS: TRUST THEATRE

The site avoids common trust theatre traps by citing verifiable external metrics. The mobile section references 18.3k ratings on the App Store (4.8/5) and 22.7k on Google Play, which is a massive, verifiable proof-point compared to anonymous 'customer testimonials.' While the claim of being the 'most trusted supplier' is a standard marketing superlative, it is anchored by a named case study (Mrs. Helena, 2024 winner) and specific project counts (21,000+ technology installations).

EVIDENCE: PROOF DENSITY

Proof density is high, particularly in the fiscal and technical sections. Verifiable points include exact quarterly profit figures, specific dates for military exercises at power plants (SAFEGUARD 2026), and detailed bonus eligibility tables. The ratio of unsubstantiated assertions to verified data is approximately 1:5, which is elite for the utilities industry.

COMMODITY FINGERPRINT

Detection of industry clichés/templates.

11

73% Reputation

While the site uses industry clichés like 'silní hrá?e' (strong players) and 'energie pod palcem' (energy under your thumb), it largely escapes the commodity fingerprint through high vertical integration. The value proposition is differentiated by the inclusion of nuclear plant statuses and a mobile carrier, which competitors cannot easily copy-paste. Template fingerprints like 'Jak to probíhá' (How it works) are present but are populated with specific legal and technical steps rather than fluff.

IDENTITY & AUTHORITY

Expert verifiability & Schema depth.

11

73% Reputation

DIAGNOSIS: AUTHORITY GAPS

Authority is established through corporate transparency rather than individual 'gurus.' The site includes a dedicated 'Pro investory' (For Investors) section with stock price tracking, quarterly earnings (14.5 billion CZK in Q1 2026), and regulatory information. Structured data is present in the mobile section (Organization schema with taxID and legal name), though the use of Person schema for technical experts is missing, representing a minor authority gap in the solar consultancy section.

EVIDENCE: PERFORMANCE VS. CLAIMS

There is a strong connection between performance claims and demonstrated reality. For example, the claim of helping customers save is not just a slogan; it is backed by a breakdown of how 75,000 CZK savings are calculated (10 kWp FVE generating 10,000 kWh at 6 K€/kWh). The nuclear section provides real-time operational status of individual blocks (e.g., 'odstávka 4. bloku' at Dukovany), demonstrating operational transparency over marketing puffery.

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INDUSTRY MATCH & SCORE SUMMARY

Energy, Utilities & Environmental Services Reputation: Skupina ?EZ

Reputation: 80 / 100

(www.cez.cz)

INDUSTRY CLASSIFICATION

The content perfectly aligns with the Energy, Utilities & Environmental Services sector, covering electricity and gas distribution, nuclear power generation (Dukovany/Temelín), and renewable technology (photovoltaics). The presence of a mobile operator segment (Mobil od ?EZ) is a common diversification for regional utility giants but remains secondary to core energy services.

"The low score of 80 is driven by the extreme specificity of the content. The site avoids almost all typical BS patterns by providing literal prices, specific technical timelines, and verified third-party rating volumes. Minor penalties were only applied for standard corporate superlatives and missing Person-level schema for technical reps."

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://www.cez.cz> 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 16, 2026

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