

AI Reputation Analysis and Signal Evaluation - PAX

BRAND AI REPUTATION

Events, Venues & Ticketing Reputation: PAX (paxsite.com)

https://paxsite.com

Industry: Events, Venues & Ticketing



EVENTS, VENUES & TICKETING

66.1 Avg Reputation

Based on 195 businesses audited.

REPUTATION LEVEL

HIGHER REPUTATION THAN AVERAGE

PAX has 21.9 points more reputation than the average for Events, Venues & Ticketing.

EXPERT VERDICT

PAX provides a masterclass in low-BS event marketing by substituting adjectives with archives. The site operates on a show, don't tell principle, relying on 20 years of operational data and specific venue logistics to prove its status. It is a utility-first platform for a community-driven brand.

[See how to improve >](#)

INFO DENSITY

Power-words vs. Substance ratio.

28

93% Reputation

Information density is exceptionally high, with a negligible power-word-to-noun ratio. For example, rather than claiming unrivaled scale, the History page specifies the exact number of initial pre-registrants (1337) and identifies founders Jerry Holkins and Mike Krahulik by name. The body text across all pages provides concrete data points, including founding dates (Aug 28, 2004) and specific venue addresses for four global locations. The H2 on the homepage describes specific components like expo hall and musical performances rather than vague experiential fluff.

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 WELCOME TO PAX introduces a celebration of gaming that is meticulously documented in the History and Press Kit pages through actual event records and media citations. The About PAX section on the homepage perfectly bridges to the granular exhibitor and venue information found on sub-pages. No contradictions were found in the service descriptions or target audience across the explored pages.

TRUST & PROOF

Verifiable evidence vs. Trust Theatre.

19

95% Reputation

DIAGNOSIS: TRUST THEATRE

The site avoids trust theatre by prioritizing primary evidence over decorative badges. While the internal review_count metadata is low, the content provides external validation via cited articles from the Seattle Times, Boston Herald, and CBS News. There are no Five-Star generic widgets or unverified testimonials common in the industry, and the trust_theatre_flag remains false across all explored pages.

EVIDENCE: PROOF DENSITY

Proof density is high, with the Press Kit alone serving as a dense repository of verifiable evidence. The site lists specific venue addresses, contact emails, and a historical archive of press releases dating through 2024 and 2025 up to January 2026. Verifiable evidence like founding dates and exact registration numbers (1337) significantly outweighs vague assertions.

COMMODITY FINGERPRINT

Detection of industry cliches/templates.

13

87% Reputation

The brand identity is highly differentiated and resists the generic making memories or unforgettable events template common to the sector. While it uses template-like headings such as Gallery and History, the content within these blocks is unique to the Penny Arcade ecosystem and cannot be copy-pasted onto competitors. Matches with industry jargon like community experience are used as specific event descriptors rather than vague value props. The usage guidelines for event logos provide further specific evidence of a non-commodity brand.

IDENTITY & AUTHORITY

Expert verifiability & Schema depth.

8

53% Reputation

DIAGNOSIS: AUTHORITY GAPS

The primary authority gap is technical rather than narrative. While the site references clear authority figures and a 20-year history, it lacks structured data (JSON-LD) to programmatically confirm this identity to search engines. The absence of Person schema for founders Holkins and Krahulik, despite their mention in the text, represents a technical footprint gap that slightly increases the BS score in this pillar.

EVIDENCE: PERFORMANCE VS. CLAIMS

PAX avoids the disconnect by providing a verifiable timeline of expansion, such as the creation of PAX East in 2010 following capacity issues in Seattle. The claim that millions have enjoyed the expo floor is substantiated by the listed scale of venues and the 20-year operational history. Marketing tone remains grounded in the specific sub-culture of gaming rather than generic corporate event-speak.

[See how to improve >](#)

INDUSTRY MATCH & SCORE SUMMARY

Events, Venues & Ticketing Reputation: PAX (paxsite.com)

Reputation: 88 / 100

INDUSTRY CLASSIFICATION

The site perfectly fits the Events, Venues & Ticketing industry. The content focuses on large-scale convention logistics, specific venue locations like the Melbourne Convention Centre, and event-specific details like press kits and branding guidelines for exhibitors.

"The BS score of 88 is remarkably low, driven by high information density and zero semantic drift. The few points accrued were primarily due to the total absence of structured schema data (Pillar 5) and minor generic phrasing in the mission statement. This site ranks in the Minimal BS category."

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://paxsite.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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