

# AI Reputation Analysis and Signal Evaluation - Kempa

## BRAND AI REPUTATION

### Fashion, Apparel & Accessories Reputation: Kempa (kempa-sports.com)

https://kempa-sports.com

Industry: Fashion, Apparel & Accessories



## FASHION, APPAREL & ACCESSORIES

### 55.3 Avg Reputation

Based on 2934 businesses audited.

REPUTATION LEVEL

#### HIGHER REPUTATION THAN AVERAGE

Kempa has 13.7 points more reputation than the average for Fashion, Apparel & Accessories.

## EXPERT VERDICT

Kempa is a high-substance technical brand that successfully avoids the typical bullshit of the fashion industry by anchoring its claims in professional sports equipment standards. The site is a utility-first e-commerce platform where technical specifications and institutional partnerships provide the primary proof.

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### INFO DENSITY

Power-words vs. Substance ratio.

21

70% Reputation

The information density is exceptionally high for an apparel brand. Instead of vague power words, the site uses specific technical nouns such as Latexblase mit Textillaminierung, Cushioned Control Technology (CCT), and 30-Panel-Konstruktion. Substantial content outweighs marketing fluff, particularly on product pages where performance features are prioritized over emotive adjectives.

### SEMANTIC COHERENCE

Homepage promise vs. Sub-page reality.

18

90% Reputation

There is virtually no semantic drift between the homepage signal and the sub-page substance. The hero sections on the homepage promote professional-grade equipment like the TBV Lemgo Lippe jersey and official match balls, which are immediately available and technically described on the interior pages. The brand remains consistent in its positioning as a Teamsport-Profi throughout the user journey.

## TRUST & PROOF

Verifiable evidence vs. Trust Theatre.

11

55% Reputation

### DIAGNOSIS: TRUST THEATRE

The site displays a moderate trust theatre risk with 71 reviews on the homepage but a proof\_links\_count of only 2. While the product descriptions are technical, there is a lack of external validation links or third-party review platform integrations visible in the data. The claim FOR THE PLANET is presented without an immediate link to a sustainability audit or material certification.

### EVIDENCE: PROOF DENSITY

The proof density is high regarding professional utility, citing official league usage for basketballs and specific club jerseys for handball. Verifiable evidence includes the naming of the Deutsche Basketball Bundesliga and the easyCredit BBL. Vague assertions are limited to the introductory hero text on the homepage.

## COMMODITY FINGERPRINT

Detection of industry clichés/templates.

9

60% Reputation

While the brand has a unique value proposition tied to professional league partnerships (BBL, DBB), it does use some industry-standard clichés. Phrases like Make your move and Dein Sport, Dein Style are generic. The FOR THE PLANET slogan is a common commodity fingerprint in the current fashion landscape and lacks the same level of technical proof seen in their ball construction descriptions.

## IDENTITY & AUTHORITY

Expert verifiability & Schema depth.

10

67% Reputation

### DIAGNOSIS: AUTHORITY GAPS

Authority is established via institutional partnerships rather than individual experts. There is no Person schema or mention of specific designers or athletes by name in the structured data, which creates a minor identity gap. However, the mention of a technical collaboration with Michelin for shoe soles provides significant third-party technical authority.

### EVIDENCE: PERFORMANCE VS. CLAIMS

Marketing claims are generally backed by technical data, reducing the disconnect. For example, claims of extreme grip are followed by the mention of Michelin rubber compounds. The primary disconnect is in the sustainability claims, which are bold (FOR THE PLANET) but lack the granular material composition data expected for such assertions.

[See how to improve >](#)

## INDUSTRY MATCH & SCORE SUMMARY

Fashion, Apparel & Accessories Reputation: Kempa (kempa-sports.com)

Reputation: 69 / 100

### INDUSTRY CLASSIFICATION

The site is a perfect match for the Sports Apparel and Equipment industry. It focuses heavily on technical specifications for team sports like handball, basketball, and volleyball, rather than generic lifestyle fashion.

*"The score of 69 is driven by high technical specificity and strong semantic alignment, which significantly*

*lowered the potential BS score. The remaining points are primarily due to the lack of external proof paths for customer reviews and the use of unverified sustainability slogans. The authority pillar is well-supported by B2B league partnerships, neutralizing the lack of individual expert profiles."*

#### **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://kempa-sports.com> to view the most current version of its content and see directly what this company is about and what it offers.

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Verified Analysis Date: May 27, 2026

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