

# AI Reputation Analysis and Signal Evaluation - SPORTALM Kitzbühel

## BRAND AI REPUTATION

### Fashion, Apparel & Accessories Reputation: SPORTALM Kitzbühel (sportalm.at)

https://sportalm.at

Industry: Fashion, Apparel & Accessories



## FASHION, APPAREL & ACCESSORIES

### 55.3 Avg Reputation

Based on 2934 businesses audited.

REPUTATION LEVEL

#### LOWER REPUTATION THAN AVERAGE

SPORTALM Kitzbühel has 13.3 points less reputation than the average for Fashion, Apparel & Accessories.

## EXPERT VERDICT

Sportalms digital presence is a high-altitude lifestyle shell with sea-level technical execution. While the brand successfully leverages the Kitzbühel aura, the broken links and lack of technical specifications for 'performance' wear suggest more emphasis on image than infrastructure.

[See how to improve >](#)

## INFO DENSITY

Power-words vs. Substance ratio.

14

47% Reputation

The Information Density is split between high geographic specificity and generic fashion rhetoric. While the text mentions specific locations like 'Golfplatz Kitzbühel-Schwarzsee-Reith' and events like the 'DP World Tour', these are surrounded by fluff phrases such as 'alpine Eleganz', 'sportiver Leichtigkeit', and 'feminine Silhouetten'. The ratio of substance is diminished by the fact that multiple headings like 'GOLF TRENDS ENTDECKEN' and 'Sommerliche Styles entdecken' serve as empty navigational prompts rather than providing unique insights. Overall, the text relies on the 'Kitzbühel' brand name to do the heavy lifting for its substance score.

## SEMANTIC COHERENCE

Homepage promise vs. Sub-page reality.

6

30% Reputation

There is significant semantic drift caused by technical failure rather than messaging inconsistency. The homepage promises a premium designer experience ('Exklusive Mode'), but the sub-pages for 'Kundenservice' and 'Store Locator' both return 'Seite nicht gefunden' (404 errors). This creates a massive disconnect between the brand's 'premium' signal and the actual digital substance delivered to the user. The primary signal of a high-end designer shop is contradicted by a broken user journey on essential service pages.

## TRUST & PROOF

Verifiable evidence vs. Trust Theatre.

12

60% Reputation

### DIAGNOSIS: TRUST THEATRE

Trust theatre is relatively low because the site does not attempt to fake social proof; the review\_count is 0 across all pages. However, the site makes bold performance claims like 'stilvoller Performance' and 'funktionaler Eleganz' without providing any verifiable technical specifications or material proof paths. The only proof link identified is a self-referential 'Bestellen Sie das neue Magazin', which functions as more marketing rather than third-party validation.

### EVIDENCE: PROOF DENSITY

Specific proof points are limited to geographic and event-based context (Kitzbühel, DP World Tour). Beyond these two anchors, the proof density is nearly zero; there are no named material suppliers (e.g., Gore-Tex), no sustainability certifications, and no customer testimonials. The site relies entirely on brand association with a luxury location rather than technical or social evidence.

## COMMODITY FINGERPRINT

Detection of industry cliches/templates.

7

47% Reputation

The brand's value proposition is partially unique due to its specific 'alpine' positioning, but it still utilizes several industry clichés such as 'modern Lifestyle' and 'besondere Atmosphäre'. The 'H2' and 'H3' structures are largely template-driven, featuring standard 'Nichts mehr verpassen' newsletter blocks and 'Wählen sie Ihren Shop' prompts. Without the specific mentions of Kitzbühel, the marketing copy would be indistinguishable from any other high-end sportswear competitor.

## IDENTITY & AUTHORITY

Expert verifiability & Schema depth.

3

20% Reputation

### DIAGNOSIS: AUTHORITY GAPS

There is a severe authority gap due to the total absence of structured data (schema\_json is null) and the failure to provide a digital footprint for the 'experts' behind the design. While the brand references its heritage and the 'DP World Tour', there are no sameAs links or Organization schema to anchor the brand's authority in the digital space. The broken Store Locator page further erodes the brand's claim of being an established designer entity.

### EVIDENCE: PERFORMANCE VS. CLAIMS

The site claims to offer 'Golffmode' with 'Performance' and 'funktionaler Eleganz', but there is no evidence of technical testing, material composition, or moisture-wicking metrics. Marketing phrases like 'feminine Silhouetten' are prioritized over actual performance data. The disconnect is high because the text treats a professional golf tour location as a substitute for actual product performance evidence.

[See how to improve >](#)

## INDUSTRY MATCH & SCORE SUMMARY

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**Fashion, Apparel & Accessories Reputation: SPORTALM Kitzbühel  
(sportalm.at)**

**Reputation: 42 / 100**

### INDUSTRY CLASSIFICATION

The site aligns perfectly with the Fashion, Apparel & Accessories industry, specifically targeting the luxury alpine and golf niche. The content reflects a specialized focus on 'Designermode' including ski wear, golf attire, and traditional Austrian 'Tracht'.

*"The score is driven primarily by the high 'Identity and Authority' penalty (due to null schema and broken core pages) and 'Semantic Coherence' drift. While the brand avoids the highest BS tiers by grounding its text in a real location (Kitzbühel), the technical failures and fluff-to-substance ratio in the garment descriptions prevent a lower score."*

### 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://sportalm.at> 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 29, 2026

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