

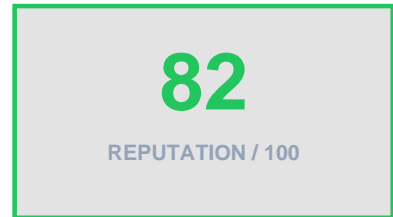
AI Reputation Analysis and Signal Evaluation - Danske Bank

BRAND AI REPUTATION

Financial Services, Banking & Insurance Reputation: Danske Bank (danskebank.com)

<https://danskebank.com>

Industry: Financial Services, Banking & Insurance



FINANCIAL SERVICES, BANKING & INSURANCE

56.3 Avg Reputation

Based on 1229 businesses audited.

REPUTATION LEVEL

HIGHER REPUTATION THAN AVERAGE

Danske Bank has 25.7 points more reputation than the average for Financial Services, Banking & Insurance.

EXPERT VERDICT

This is an institutionally substantive site that prioritizes data over fluff. It is a rare example of a corporate portal where the 'Signal' and 'Substance' are nearly identical in length and depth.

[See how to improve >](#)

INFO DENSITY

Power-words vs. Substance ratio.

26

87% Reputation

The information density is remarkably high, moving far beyond power words. While it uses some aspirational language like 'enabler for growth', it grounds these claims with specific nouns and numbers, such as '35 percent of large corporates in the Nordics' and '20,000 employees'. The body substance ratio is high, citing specific profit figures (DKK 5.7 billion) and precise historical dates for regional foundations (1871 in Denmark, 1859 in Norway).

SEMANTIC COHERENCE

Homepage promise vs. Sub-page reality.

20

100% Reputation

There is virtually zero semantic drift across the analyzed pages. The homepage H1 'Log on to our self-service solutions' is a functional banking prompt, and the primary signal of being a 'Nordic bank with strong local roots' is directly supported by the About Us page, which provides a detailed breakdown of operations in Denmark, Finland, Norway, and Sweden. The strategy mentioned on the homepage ('Forward 28') is consistently detailed on the Investor Relations sub-page.

TRUST & PROOF

Verifiable evidence vs. Trust Theatre.

16

80% Reputation

DIAGNOSIS: TRUST THEATRE

Trust is established through institutional transparency rather than marketing theater. Instead of unverified reviews, the site cites the 'Kantar Prospera customer satisfaction survey' and 'major shareholder announcements from BlackRock, Inc.' The review_count of 16 on the news archive is secondary to the primary proof paths consisting of PDF interim reports, financial fact books, and regulatory statements from the Danish FSA.

EVIDENCE: PROOF DENSITY

Proof density is high, with a heavy ratio of verifiable evidence to assertions. Across four pages, the site references dozens of specific data points, including customer counts (2.2 million), IT staff in India (1,400), and specific transaction weeks for share buy-backs. It avoids 'stability you can count on' without providing the '150 years' of context.

COMMODITY FINGERPRINT

Detection of industry cliches/templates.

11

73% Reputation

The commodity fingerprint is low because the content is too specific to be copy-pasted. While the template markers like 'About Us' and 'Who we are' are standard, the narrative of merging 17 regional Swedish banks or the origin of the Finnish postal giro creates a unique identity. Cliché matches are limited to necessary industry jargon like 'wealth management' and 'financial solutions'.

IDENTITY & AUTHORITY

Expert verifiability & Schema depth.

9

60% Reputation

DIAGNOSIS: AUTHORITY GAPS

The site provides a clear footprint for authority, naming the CEO (Carsten Egeriis) and CFO (Cecile Hillary) in the context of specific conference calls. The Investor Relations page lists named individuals (Claus Ingar Jensen, etc.) with direct mobile numbers and professional emails. The only gap is technical: the schema_json is null, meaning these authorities aren't structurally linked via Person or Organization schema in the metadata.

EVIDENCE: PERFORMANCE VS. CLAIMS

There is no disconnect between claims and evidence; the site operates as a repository of proof. A claim of 'solid financial performance' is immediately followed by 'Net profit of DKK 5.7 billion'. The claim of being ranked number 1 is specifically attributed to the 'Kantar Prospera customer satisfaction survey' for the second consecutive year.

[See how to improve >](#)

INDUSTRY MATCH & SCORE SUMMARY

**Financial Services, Banking & Insurance Reputation: Danske Bank
(danskebank.com)**

Reputation: 82 / 100

INDUSTRY CLASSIFICATION

The content perfectly aligns with the Financial Services and Banking category. The presence of 'Interim report for the first quarter of 2026', 'net profit of DKK 5.7 billion', and 'share buy-back programme' provides immediate industry verification.

"The score of 82 indicates minimal bullshit. The points lost were exclusively in the Identity and Authority pillar (due to missing structured data) and the Information Density pillar (for minor concept repetition regarding regional presence)."

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://danskebank.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 26, 2026

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