

AI Reputation Analysis and Signal Evaluation - ING

BRAND AI REPUTATION

Financial Services, Banking & Insurance Reputation: ING (www.ing.es)

<https://www.ing.es>

Industry: Financial Services, Banking & Insurance

68

REPUTATION / 100

B

FINANCIAL SERVICES, BANKING & INSURANCE

56.3 Avg Reputation

Based on 1231 businesses audited.

REPUTATION LEVEL

HIGHER REPUTATION THAN AVERAGE

ING has 11.7 points more reputation than the average for Financial Services, Banking & Insurance.

EXPERT VERDICT

ING demonstrates a remarkably low BS score for a large financial institution, characterized by extreme specificity in its financial offers and a lack of 'trust theatre' fluff. The only major red flags are technical: a complete failure in HTML heading hierarchy and an under-optimized schema profile that fails to leverage its regulatory authority.

[See how to improve >](#)

INFO DENSITY

Power-words vs. Substance ratio.

21

70% Reputation

The site exhibits high information density with a low fluff-to-substance ratio. Specificity is high, citing '3 % TAE' for welcome deposits, '30.000 cajeros' for ATM access, and a specific '400 ?' incentive for payroll accounts. However, the heading fluff is notable in phrases like 'amor incondicional' and 'un pasito por delante,' which lack technical utility. Most body text is dedicated to hard numbers, legal conditions, and product names (Cuenta NÓMINA, Hipoteca NARANJA).

SEMANTIC COHERENCE

Homepage promise vs. Sub-page reality.

16

80% Reputation

There is virtually zero signal-substance drift between the primary value proposition and the actual offerings. The meta title 'Banco Online sin Comisiones' is immediately supported by text explaining 'Cero comisiones en miles de cajeros' and 'Cuenta NoCuenta' which requires nothing. The only minor drift is the technical absence of an H1 tag in the metadata, making the structural 'signal' invisible to search crawlers despite being present in the clean text.

TRUST & PROOF

Verifiable evidence vs. Trust Theatre.

15

75% Reputation

DIAGNOSIS: TRUST THEATRE

The site avoids standard trust theatre; review_count and proof_links_count are both 0 in the automated crawl, suggesting the bank does not rely on third-party review widgets but rather its own scale. Claims of being the 'Mejor banco de España' are attributed to 'MetrixLab Global Brand Health Tracking 2025,' providing a specific, dated source. The claim of '4.000.000 millones de clientes' contains a redundancy error (translating to 4 trillion), which technically constitutes a factual oversight, though clearly intended as 4 million.

EVIDENCE: PROOF DENSITY

The proof density is high for the banking sector, with a strong ratio of hard numbers to vague assertions. Legal footnotes (marked 1, 2, 3) provide the exact TIN/TAE, promotional dates (up to 31/12/2026), and specific ETF lists (e.g., iShares Core S&P 500). The site effectively uses its 18-year track record as a 'most recommended' bank as a core proof pillar.

COMMODITY FINGERPRINT

Detection of industry clichés/templates.

11

73% Reputation

While the site uses some industry clichés like 'sacar el máximo provecho a tu dinero,' it avoids the most generic templates by using proprietary product names like 'Hipoteca NARANJA.' The value proposition is fairly unique in the Spanish market due to the heavy emphasis on 'NoCuenta' (the account that asks for nothing). The branding is distinct enough to pass the copy-paste test, as the 'Orange' identity is deeply integrated into the service descriptions.

IDENTITY & AUTHORITY

Expert verifiability & Schema depth.

5

33% Reputation

DIAGNOSIS: AUTHORITY GAPS

A significant technical authority gap exists in the structured data; the site uses basic WebSite schema instead of the more appropriate FinancialService or Organization schema. There is no visible FCA-equivalent (Bank of Spain or CNMV) registration number linked directly in the provided text. Furthermore, the complete absence of H1-H6 tags in the heading hierarchy metadata suggests a technical implementation that doesn't match the bank's massive market authority.

EVIDENCE: PERFORMANCE VS. CLAIMS

The marketing tone is approachable ('do your thing'), yet the performance claims are exceptionally grounded in verifiable metrics. For example, the 3% TAE offer for 3 months includes a representative example of a 50,000 ? investment resulting in 370.88 ? gross profit. This level of granular calculation eliminates the disconnect usually found in high-BS marketing.

[See how to improve >](#)

INDUSTRY MATCH & SCORE SUMMARY

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INDUSTRY CLASSIFICATION

The content perfectly aligns with the Financial Services and Banking industry, specifically focusing on retail banking products like fee-free accounts, mortgages, and investment brokerage. The presence of specific financial terms like TAE, TIN, and ETF confirms a deep industry match.

"The score of 68 is primarily driven by the Identity and Authority pillar (10/15) due to the technical failure in heading structure and basic schema. Information Density also contributed points (9/30) because of the redundant phrasing and 'soft' marketing language used in feature descriptions. Overall, the site is highly substantive and ranks well below the 'Moderate BS' threshold."

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.ing.es> to view the most current version of its content and see directly what this company is about and what it offers.

Verified Analysis Date: October 3, 2026

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