

# AI Reputation Analysis and Signal Evaluation - Marsh

## BRAND AI REPUTATION

### Financial Services, Banking & Insurance Reputation: Marsh (marsh.com)

https://marsh.com

Industry: Financial Services, Banking & Insurance



REPUTATION LEVEL

## FINANCIAL SERVICES, BANKING & INSURANCE

### 56.3 Avg Reputation

Based on 1229 businesses audited.

#### HIGHER REPUTATION THAN AVERAGE

Marsh has 20.7 points more reputation than the average for Financial Services, Banking & Insurance.

## EXPERT VERDICT

Marsh is a high-substance institutional entity that uses corporate boilerplate as a wrapper for genuine proprietary data and global scale. Its bullshit score is driven exclusively by typical 'Big 4' style marketing fluff, while its technical and organizational authority is impeccably documented. It is an industry benchmark for backing up global claims with structured data and specialized sub-content.

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## INFO DENSITY

Power-words vs. Substance ratio.

22

73% Reputation

Information density is high for an enterprise site, bolstered by proprietary metrics like the Global Insurance Market Index (GIMI). While headings like 'Discover us' and 'Our purpose' are pure fluff (H2), the body text provides specific technical details, such as naming 'African swine fever' as a risk factor and citing '1,300 global experts' for the Global Risks Report. The specificity of dated reports for 2026 prevents the site from falling into pure marketing abstraction.

## SEMANTIC COHERENCE

Homepage promise vs. Sub-page reality.

18

90% Reputation

There is minimal semantic drift between the homepage's positioning as a 'Global Leader' and the sub-pages. The Agribusiness page (slot 3) delivers exactly what the homepage's Industry section promises: specialized risk management and specific insurance products like 'Crop insurance' and 'Farm structure insurance.' The consistency in targeting enterprise-level decision-makers is maintained throughout the hierarchy.

## TRUST & PROOF

Verifiable evidence vs. Trust Theatre.

14

70% Reputation

### DIAGNOSIS: TRUST THEATRE

The trust theatre flag is false, but the site displays a minor review\_count of 3 without direct third-party verification links on the analyzed pages. However, it substitutes traditional consumer reviews with institutional proof, including an Official Partnership with Formula 1 and proprietary index data. Bold claims like 'unmatched combination of industry specific expertise' lack a direct link to an external award or ranking to substantiate the 'unmatched' qualifier.

### EVIDENCE: PROOF DENSITY

The ratio of verifiable evidence to assertions is high. For every vague claim about 'leading the way,' there is a corresponding dated report (e.g., 'Global Terrorism Risk Insurance Report 2026') or a specific service list (e.g., 'Workers? compensation,' 'Business interruption'). The site provides concrete examples of the risks it manages, such as 'unpredictable crop yields' and 'IoT-enabled system' vulnerabilities.

## COMMODITY FINGERPRINT

Detection of industry cliches/templates.

8

53% Reputation

The site uses several industry cliches from the patterns\_json, such as 'trusted advisor,' 'expert guidance,' and 'empowering our clients to thrive.' Template fingerprints are visible in standard blocks like 'Our Culture' and 'Our purpose' which contain high-level values that could apply to any major consultancy. However, the unique proprietary content (GIMI) prevents it from being a total commodity copy-paste.

## IDENTITY & AUTHORITY

Expert verifiability & Schema depth.

15

100% Reputation

### DIAGNOSIS: AUTHORITY GAPS

Authority gaps are virtually non-existent due to robust JSON-LD structured data. The schema graph identifies 15 specific C-suite executives by name and job title (e.g., Martin South, President and CEO) and links the organization to its parent (Marsh McLennan) and Wikipedia entries. This level of transparency and named leadership provides high accountability.

### EVIDENCE: PERFORMANCE VS. CLAIMS

The tone is authoritative, and the site generally backs its claims with its own data reports rather than just promises. The disconnect is only seen in the hyperbolic use of 'leading' and 'unmatched' which are corporate standard but rarely quantified with market share percentages in the hero text. The Agribusiness FAQ provides more substance than the marketing hero sections.

[See how to improve >](#)

## INDUSTRY MATCH & SCORE SUMMARY

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**Financial Services, Banking & Insurance Reputation: Marsh (marsh.com)**

**Reputation: 77 / 100**

### INDUSTRY CLASSIFICATION

The content perfectly aligns with the Insurance Broking and Risk Management sector, specifically through the discussion of insurance rate changes, policy types like agribusiness liability, and proprietary market indexes. The presence of technical insurance jargon like 'claims advocacy' and 'placement' confirms the industrial classification.

*"The score is primarily driven by the Information Density (8) and Commodity Fingerprint (7) pillars. These reflect the use of corporate power words and standard enterprise page templates. The score remains low because the Identity and Authority pillar (0) and Semantic Coherence (2) demonstrate that the site's claims are heavily backed by institutional reality and specialized sub-page substance."*

### 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://marsh.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 31, 2026

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