

AI Reputation Analysis and Signal Evaluation - Mirabaud Group

BRAND AI REPUTATION

Financial Services, Banking & Insurance Reputation: Mirabaud Group (mirabaud.com)

https://mirabaud.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

Mirabaud Group has 2.7 points more reputation than the average for Financial Services, Banking & Insurance.

EXPERT VERDICT

Mirabaud Group presents a sophisticated, art-aligned brand that effectively uses its 200-year history to mask a lack of granular, data-driven transparency in its digital footprint. It is a 'high-pedigree' site that relies on institutional gravity rather than evidentiary proof, resulting in a moderate BS score driven by missing regulatory disclosures and missing performance metrics.

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INFO DENSITY

Power-words vs. Substance ratio.

17

57% Reputation

The site balances significant marketing fluff with specific institutional markers. While H2 headings like 'Crafting your legacy' and 'A global approach to wealth and assets' are high-fluff power word constructs, the body text provides substantial nouns including named entities like 'Centre Pompidou,' 'MAMCO,' and specific leadership names such as 'Camille Vial' and 'Lionel Aeschlimann.' However, the ratio of abstract values (e.g., 'raison d'être,' 'better and fairer society') to hard financial metrics is high, with no AUM figures or performance percentages visible in the primary text.

SEMANTIC COHERENCE

Homepage promise vs. Sub-page reality.

15

75% Reputation

There is minimal drift between the homepage signal and sub-page delivery, as the core promise of wealth management is reflected in the complex list of legal entities found on the 'Illicit Use' page. The homepage H1 'Mirabaud Group' is supported by a consistent narrative of a 200-year history. However, a minor disconnect exists where 'personalized solutions' are promised on the homepage, but the sub-pages provide only generic contact and legal information rather than detailing the personalization methodology.

TRUST & PROOF

Verifiable evidence vs. Trust Theatre.

12

60% Reputation

DIAGNOSIS: TRUST THEATRE

The site avoids common trust theatre flags like unverified review widgets (review_count is 0), but it relies heavily on 'Trust by Longevity' as its primary proof mechanism. Bold assertions such as being a 'trusted and devoted partner' and having a 'proven track record' (implied by the bicentenary heritage claim) lack external proof links or third-party audit markers in the crawled data. The proof_links_count of 0 indicates a self-contained narrative that requires the user to accept claims of expertise on brand authority alone.

EVIDENCE: PROOF DENSITY

The ratio of proof to fluff is low. For every 10 sentences of value-based marketing language ('passion for art,' 'accountable for generations'), there is only 1 piece of verifiable evidence (the list of 10+ global offices and the specific 2022 start date for the Pompidou support). The site prioritizes its 200-year timeline as a surrogate for specific performance data.

COMMODITY FINGERPRINT

Detection of industry cliches/templates.

8

53% Reputation

The value proposition contains several industry clichés such as 'securing your financial future' and 'personalized solutions,' which are standard for the wealth management sector. Despite this, the site avoids a total commodity fingerprint by anchoring its brand in 'Contemporary Art Partnerships,' a specific positioning that differentiates it from more sterile competitors. The template uses standard 'Contact Us' and 'Our History' fingerprints, but fills them with specific named partnerships rather than purely generic text.

IDENTITY & AUTHORITY

Expert verifiability & Schema depth.

7

47% Reputation

DIAGNOSIS: AUTHORITY GAPS

While the site names high-level experts like Camille Vial and Lionel Aeschlimann, the schema_json is notably weak, utilizing only generic WebSite and BreadcrumbList types. There is no Person or Organization schema to programmatically link these individuals to their professional records or sameAs authority sources. Furthermore, the absence of an FCA or FINMA registration number in the crawled text—a critical requirement in the industry_patterns dictionary—creates a significant regulatory authority gap.

EVIDENCE: PERFORMANCE VS. CLAIMS

The site makes several active management claims, stating 'Active management matters more than ever' and promising 'high-conviction, sustainable investment strategies.' However, these are presented as philosophical stances rather than data-backed outcomes; no fund performance data, risk-adjusted return metrics, or case studies are provided to substantiate the 'high-conviction' label.

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INDUSTRY MATCH & SCORE SUMMARY

**Financial Services, Banking & Insurance Reputation: Mirabaud Group
(mirabaud.com)**

Reputation: 59 / 100

INDUSTRY CLASSIFICATION

The site content perfectly matches the Wealth and Asset Management industry category, utilizing specific terminology such as 'discretionary management,' 'fixed income,' and 'private assets.' The presence of Swiss-centric legal entities and international office references confirms its status as a global financial institution.

"The score of 59 is driven primarily by Information Density (13/30) and Identity Gaps (8/15). While the site feels premium and unique, it fails on technical authority (weak schema) and the absence of linked proof for its 'high-conviction' investment claims. It avoids a higher score by maintaining high semantic coherence and avoiding fake review theatre."

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://mirabaud.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 30, 2026

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