

AI Reputation Analysis and Signal Evaluation - Skrill

BRAND AI REPUTATION

Financial Services, Banking & Insurance Reputation: Skrill (www.skrill.com)

https://www.skrill.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

Skrill has 7.7 points more reputation than the average for Financial Services, Banking & Insurance.

EXPERT VERDICT

Skrill escapes a high BS score through the forensic transparency of its fee schedule, which replaces vague marketing promises with hard financial data. While the homepage relies on typical 'millions of users' tropes, the functional content delivers the technical specificity expected of a regulated financial entity. The primary BS risk is the gap between the 'Lower Fees' marketing signal and the actual 3.99% FX mark-ups found in the substance.

[See how to improve >](#)

INFO DENSITY

Power-words vs. Substance ratio.

21

70% Reputation

While the homepage headings like [H1] 'Make your move' and [H2] 'Lower Fees. More Freedom' are high in fluff, the site provides extreme substance on its internal pages. The /fees/ page contains granular data including exact percentages such as a 3.99% FX fee and a 1.75% ATM fee, plus administrative penalties like the 60 EUR 'Non-Compliance Fee'. Substance outweighs fluff because technical and financial data is provided in detail rather than buried in legal PDFs. The site avoids the 'best-in-class' trap by focusing on functional verbs like 'withdraw', 'transfer', and 'exchange'.

SEMANTIC COHERENCE

Homepage promise vs. Sub-page reality.

14

70% Reputation

There is moderate drift between the homepage promise of 'Lower Fees' and the actual fee structure which reveals a significant 3.99% foreign exchange mark-up and various transactional costs. However, the [H2] 'Your Complete Payment Solution' signal on the homepage is well-supported by sub-pages dedicated to Crypto, Sports Betting, and Loyalty. The site's positioning as a tool for 'money movers' is consistent across the [H2] 'Online betting made easy' and [H3] 'Skrill to Skrill' sections. The drift is primarily pricing-related rather than functional.

TRUST & PROOF

Verifiable evidence vs. Trust Theatre.

10

50% Reputation

DIAGNOSIS: TRUST THEATRE

The site lacks verifiable trust signals in the provided crawl, showing a review_count of 0 despite the claim of being 'used by millions.' There are no outbound links to external review aggregators or regulatory registers in the body text to substantiate the 'security first' positioning. The trust_theatre_flag is false only because it does not attempt to fake reviews, yet it offers zero verified external social proof points. Claims of 'lightning speed' remain marketing assertions without a performance dashboard or time-to-settlement metric.

EVIDENCE: PROOF DENSITY

The site maintains a high ratio of proof-to-assertion regarding pricing and technical availability, listing 40+ cryptocurrencies and specific fees for corridors like Colombia. There is 1 proof_link per page, which usually points to terms of use, but external validation paths are weak. The specificity of the [H3] 'Prepaid card fees' section, including the 'Effective 1 April 2026' date, demonstrates a high level of factual maintenance. However, the proof is entirely internal; there is no third-party audit or external verification provided for its user-base claims.

COMMODITY FINGERPRINT

Detection of industry clichés/templates.

9

60% Reputation

The site uses several industry clichés such as 'your complete payment solution' and 'trusted by millions' which appear in the generic_claims array. However, the value proposition is relatively unique within fintech due to its overt embrace of the [H2] 'Enjoy online sports betting' niche, which differentiates it from standard banks. Template language is most visible in the 'Get your App' and [H2] 'Frequently asked questions' blocks which are repeated across all sub-pages with limited variation. The 'Loyalty' section (Knect) provides a specific branded framework that reduces the commodity feel.

IDENTITY & AUTHORITY

Expert verifiability & Schema depth.

10

67% Reputation

DIAGNOSIS: AUTHORITY GAPS

There is a total absence of individual human authority; no founders, executives, or security experts are named or linked via Person schema in the data. While the brand itself leans on the 'Skrill Prepaid Mastercard' association for authority, the structured data is limited to generic Organization properties without sameAs links to regulatory filings. This creates an institutional 'black box' feel where the user must trust the brand name without identifiable human accountability or direct links to its FCA/regulatory standing in the main body text.

EVIDENCE: PERFORMANCE VS. CLAIMS

The claim of 'lightning speed' for transfers is never quantified with a specific time-to-settlement metric, leaving it as a purely marketing assertion. Similarly, the [H2] 'Knect: The Skrill loyalty programme' promises rewards but does not display specific point-to-value conversion ratios in the high-level text. The site relies on the scale of its operational history ('since 2001') to bridge the gap between bold marketing claims and the lack of specific user success stories or performance logs.

[See how to improve >](#)

INDUSTRY MATCH & SCORE SUMMARY

Financial Services, Banking & Insurance Reputation: Skrill (www.skrill.com)

Reputation: 64 / 100

INDUSTRY CLASSIFICATION

The content perfectly aligns with the Financial Services sector, specifically targeting the digital wallet and cross-border payment niche. The presence of detailed fee schedules, cryptocurrency risk warnings, and gambling-specific features validates its status as a specialized fintech platform.

"The score of 64 is driven by high Information Density on the fees and technical pages, which balances the generic marketing language on the homepage. Trust and Proof (10/20) was the highest-scoring BS pillar due to the lack of external verification for claims of scale. Identity and Authority (5/15) is moderately low because the brand uses established partnerships (Mastercard) and clean schema, despite a lack of named experts."

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.skrill.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 19, 2026

(c) 1EuroSEO Independent Evaluator - Non-Sponsored Result