

# AI Reputation Analysis and Signal Evaluation - U.S. Bank

## BRAND AI REPUTATION

### Financial Services, Banking & Insurance Reputation: U.S. Bank (unionbank.com)

https://unionbank.com

Industry: Financial Services, Banking & Insurance



## FINANCIAL SERVICES, BANKING & INSURANCE

### 56.3 Avg Reputation

Based on 1229 businesses audited.

REPUTATION LEVEL

#### LOWER REPUTATION THAN AVERAGE

U.S. Bank has 6.3 points less reputation than the average for Financial Services, Banking & Insurance.

## EXPERT VERDICT

A sterile corporate shell that relies on brand legacy rather than digital substance. The total duplication of content across sub-pages and the absence of technical schema markers result in a site that is functionally a single marketing brochure rather than a transparent financial resource.

[See how to improve >](#)

## INFO DENSITY

Power-words vs. Substance ratio.

19

63% Reputation

The Information Density is diluted by high-fluff headings such as H2 Banking smarter is easier than ever and H2 Feel confident when you borrow money, which utilize power words like smarter and easier without specific nouns. Substance is found in low-level body text mentioning specific numbers like 5% back on purchases and a \$25 opening balance. However, the specificity ratio is low, as major sections like Set goals, stay on track, achieve more all in one place rely on generic verbs without citing specific app features or methodologies.

## SEMANTIC COHERENCE

Homepage promise vs. Sub-page reality.

13

65% Reputation

Significant structural drift is identified as the URLs for credit-cards.html and bank-smartly-checking.html contain identical content to the homepage. While the H1 Personal Banking is consistent, the failure of sub-pages to provide granular details about the specific products promised in the navigation creates a substance vacuum. The homepage promises expert guidance, but the sub-pages fail to deliver any evidence of that expertise beyond the same marketing banners.

## TRUST & PROOF

Verifiable evidence vs. Trust Theatre.

11

55% Reputation

### DIAGNOSIS: TRUST THEATRE

The site avoids trust theatre by reporting a review\_count of 0 rather than displaying unverified testimonials. However, trust is limited by a proof\_links\_count of only 1 across all pages, which refers only to the mandatory FDIC disclosure. The claim Our experts are here to guide you in the H2 remains entirely unsubstantiated by any external validation or verifiable expert bios.

### EVIDENCE: PROOF DENSITY

The proof density is low, with only three specific data points (5%, \$20,000, and \$25) appearing across over 5,000 characters of text per page. Vague assertions like Access to valuable business card rewards outnumber verifiable technical specifications or fee schedules. The ratio of marketing fluff to forensic evidence is approximately 4:1.

## COMMODITY FINGERPRINT

Detection of industry cliches/templates.

5

33% Reputation

The site exhibits a heavy Commodity Fingerprint with value propositions like finance made simple and your money works harder that are standard across the retail banking industry. Template language is highly prevalent in sections like Connect with us and the Disclosures block. Clichés such as Expert guidance for every stage of life are indistinguishable from major competitors.

## IDENTITY & AUTHORITY

Expert verifiability & Schema depth.

2

13% Reputation

### DIAGNOSIS: AUTHORITY GAPS

There is a total absence of structured data (schema\_json is null) across all analyzed pages, which is a major technical gap for an entity claiming industry leadership. While the text references experts and experts to guide you, there are no named individuals, Person schema, or sameAs links to confirm the professional standing of these advisers. The technical implementation lacks the Organization schema expected for a large financial institution.

### EVIDENCE: PERFORMANCE VS. CLAIMS

The site makes bold performance claims such as smart ways to save and budget with confidence but fails to demonstrate the actual utility of the tools. There is a disconnect between the high-level marketing tone and the actual proof provided, which is limited to standard interest percentages and scholarship amounts. No case studies or outcome-based metrics are present to validate the claim of helping customers achieve more.

[See how to improve >](#)

## INDUSTRY MATCH & SCORE SUMMARY

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**Financial Services, Banking & Insurance Reputation: U.S. Bank  
(unionbank.com)**

**Reputation: 50 / 100**

### INDUSTRY CLASSIFICATION

The content perfectly matches the Financial Services and Banking category, focusing on checking accounts, credit cards, mortgages, and investment disclosures. The presence of FDIC and Equal Housing Lender markers confirms the industry alignment.

*"The score of 50 is primarily driven by Identity and Authority gaps (13/15) due to missing schema and Information Density fluff (11/30). While it avoids the highest penalties by not faking reviews, its complete lack of unique sub-page content and generic positioning places it firmly in the Moderate BS category."*

### 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://unionbank.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: June 20, 2026

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