

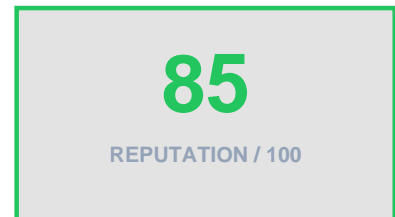
AI Reputation Analysis and Signal Evaluation - Deutscher Alpenverein (DAV)

BRAND AI REPUTATION

Fitness, Gyms & Sports Clubs Reputation: Deutscher Alpenverein (DAV)
(www.alpenverein.de)

<https://www.alpenverein.de>

Industry: Fitness, Gyms & Sports Clubs



REPUTATION LEVEL

FITNESS, GYMS & SPORTS CLUBS

63.7 Avg Reputation

Based on 558 businesses audited.

HIGHER REPUTATION THAN AVERAGE

Deutscher Alpenverein (DAV) has 21.3 points more reputation than the average for Fitness, Gyms & Sports Clubs.

EXPERT VERDICT

This is a benchmark for low-BS communication. The site prioritizes high-stakes technical accuracy and utility for its users over commercial persuasion, resulting in one of the highest substance-to-signal ratios seen in the sports and recreation category.

[See how to improve >](#)

INFO DENSITY

Power-words vs. Substance ratio.

27

90% Reputation

Information density is exceptionally high with a nearly non-existent fluff ratio. Headings contain specific technical nouns and dated events such as Bergbericht 14. bis 17. Mai 2026 and Sicherheitshinweis Edelrid OHMEGA rather than vague power words. The body text provides granular data, citing exact numbers like 30,000 km of paths and 143 avalanche fatalities, which demonstrates extreme substance over marketing filler.

SEMANTIC COHERENCE

Homepage promise vs. Sub-page reality.

18

90% Reputation

There is zero detectable semantic drift between the homepage and sub-pages. The homepage promises alpine inspiration and safety reports, and the sub-pages deliver highly technical content such as LVS-Geräte 2025/26 tests and specific equipment recalls for Petzl and Mammut. The messaging remains focused on the core mission of safety, infrastructure, and inclusion across all six analyzed pages.

TRUST & PROOF

Verifiable evidence vs. Trust Theatre.

16

80% Reputation

DIAGNOSIS: TRUST THEATRE

The site avoids trust theatre entirely; its review_count is 0 because it relies on forensic evidence rather than social proof. Trust is established through direct technical reporting from its internal Sicherheitsforschung (Safety Research) department. Claims like 'Mehr Rettungen, weniger tödliche Unfälle' are backed by the SAC-Bergnotfallstatistik 2025 rather than unverified testimonials.

EVIDENCE: PROOF DENSITY

The proof density is high, favoring verifiable technical reports over vague assertions. Across all pages, specific evidence is provided for every claim: equipment tests include specific manufacturer names (Pieps, Ortovox, Mammut), and inclusion initiatives cite specific projects like #KletternOhneGrenzen. Vague marketing assertions are almost entirely absent.

COMMODITY FINGERPRINT

Detection of industry cliches/templates.

13

87% Reputation

The content is highly differentiated and cannot be copy-pasted onto a competitor's site. It ignores common industry cliches like 'transform your body' or 'the best gym in town,' instead using specific terminology like 'Nass- und Gleitschneelawinen' and 'Rücklaufgesperre Rollen.' Template language is kept to a minimum, with even standard sections like 'Unsere Partner' being contextually relevant to technical gear rather than generic affiliate filler.

IDENTITY & AUTHORITY

Expert verifiability & Schema depth.

11

73% Reputation

DIAGNOSIS: AUTHORITY GAPS

Authority is explicitly verified by naming specific experts and their credentials, such as Martin Schwiersch (Diplompsychologe/Bergführer) and Roland Ampenberger (Pressesprecher Bergwacht Bayern). A minor authority gap exists due to the missing JSON-LD schema in the provided data, which would typically link these named individuals to Organization or Person schemas. However, the depth of technical detail in equipment testing provides significant intrinsic credibility.

EVIDENCE: PERFORMANCE VS. CLAIMS

There is no disconnect between marketing tone and technical reality. Bold claims regarding safety research are immediately followed by technical specifications and risk analysis. For example, the mention of 'Bergsicherheit' is supported by a detailed video analysis and technical warnings for specific Karabiner mechanisms (Edelrid OHMEGA).

See how to improve >

INDUSTRY MATCH & SCORE SUMMARY

Fitness, Gyms & Sports Clubs Reputation: Deutscher Alpenverein (DAV)
(www.alpenverein.de)

Reputation: 85 / 100

INDUSTRY CLASSIFICATION

The site is classified under Fitness, Gyms & Sports Clubs, which is a partial fit. While it functions as a sports club, it operates more as a technical NGO and educational authority for alpine safety and infrastructure rather than a commercial fitness facility.

"The score of 85 is driven primarily by technical implementation gaps (missing schema) and the absence of external validation links for some statistics. All other pillars show minimal BS, with the site delivering exactly what its primary signal promises."

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.alpenverein.de> 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 16, 2026

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