

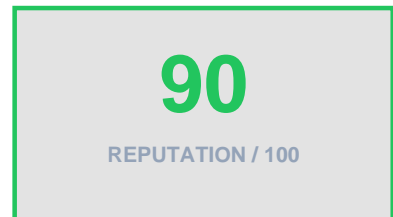
# AI Reputation Analysis and Signal Evaluation - Arizona Cardinals

## BRAND AI REPUTATION

### Fitness, Gyms & Sports Clubs Reputation: Arizona Cardinals (azcardinals.com)

https://azcardinals.com

Industry: Fitness, Gyms & Sports Clubs



REPUTATION LEVEL

## FITNESS, GYMS & SPORTS CLUBS

### 63.7 Avg Reputation

Based on 558 businesses audited.

#### HIGHER REPUTATION THAN AVERAGE

Arizona Cardinals has 26.3 points more reputation than the average for Fitness, Gyms & Sports Clubs.

## EXPERT VERDICT

This is a high-substance, zero-bullshit information portal. It functions as a news organization where every heading is a factual anchor rather than a marketing hook. The distance between signal and substance is nearly non-existent.

[See how to improve >](#)

## INFO DENSITY

Power-words vs. Substance ratio.

27

90% Reputation

The Information Density is extremely high, with a dominant ratio of specific nouns and dates over power words. Headings like 'Cardinals Finalize 2026 Preseason Schedule' and 'Gardner Minshew Press Conference: May 27, 2026' provide immediate utility without marketing fluff. The body text in the news articles contains granular details including specific contract timelines (one-year free-agent contract in March) and player history (sixth-round pick who started at least eight games in four of his seven seasons).

## SEMANTIC COHERENCE

Homepage promise vs. Sub-page reality.

20

100% Reputation

There is virtually zero semantic drift across the analyzed pages. The homepage primary signal (news, headlines, videos, photos) is delivered directly by the sub-pages like the news article about Gardner Minshew and the preseason schedule page. The content remains strictly aligned with the brand's identity as a news and information hub for the franchise, with no bait-and-switch between the H1 promises and the actual page substance.

## TRUST & PROOF

Verifiable evidence vs. Trust Theatre.

16

80% Reputation

### DIAGNOSIS: TRUST THEATRE

Trust theatre is minimal. While the Mobile App page (slot\_rank 1) lists features like 'Real-time breaking news' and 'interactive map' without direct verification links on that specific page, the site's overall proof\_links\_count and the presence of verified news reporters like Darren Urban and Zach Gershman provide high organic trust. There are no 'award-winning' or 'voted best' badges common in low-substance sites.

### EVIDENCE: PROOF DENSITY

The proof density is exceptionally high. For every informational claim (e.g., 'Lone home game is Aug. 22'), the site provides immediate supporting evidence (a complete table of opponents, sites, and kickoff times). The news articles use direct quotes from identified sources ('recalled Wednesday following the Cardinals' OTA') which serves as a high-fidelity proof path.

## COMMODITY FINGERPRINT

Detection of industry cliches/templates.

13

87% Reputation

The site avoids nearly all industry clichés from the provided dictionary (e.g., no mentions of 'transform your body' or 'results guaranteed'). The only template fingerprints detected are standard NFL 'Club Links' and 'NFL Clubs' footers which are necessary for league-wide navigation. The content is highly unique and cannot be copy-pasted onto a competitor because it relies on specific, time-bound team data (e.g., the Aug. 22 game at State Farm Stadium).

## IDENTITY & AUTHORITY

Expert verifiability & Schema depth.

14

93% Reputation

### DIAGNOSIS: AUTHORITY GAPS

Authority gaps are non-existent. The NewsArticle schema on sub-pages identifies the author (Darren Urban) and publisher (Organization), and the text references specific, verifiable personnel such as Head Coach Mike LaFleur and General Manager Monti Ossenfort. The technical implementation is robust, using proper heading hierarchies and structured data to support the claims of being the 'official source'.

### EVIDENCE: PERFORMANCE VS. CLAIMS

The site makes almost no marketing 'performance' claims. Instead, it provides factual updates on team activities, schedule releases, and personnel moves. The marketing language used (e.g., 'Get Your Gear') is linked directly to a retail function rather than unsubstantiated promises of outcome.

[See how to improve >](#)

## INDUSTRY MATCH & SCORE SUMMARY

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**Fitness, Gyms & Sports Clubs Reputation: Arizona Cardinals  
(azcardinals.com)**

**Reputation: 90 / 100**

### INDUSTRY CLASSIFICATION

The site is misclassified in the provided dictionary as 'Fitness, Gyms & Sports Clubs' when it is actually a professional sports organization (NFL). However, it demonstrates professional-grade information density that far exceeds standard commercial gym content, focusing on news reporting rather than 'transformation' marketing.

*"The score of 90 is driven by the extreme specificity of the content and the near-total absence of marketing fluff. Small points were added only for the lack of external verification on the App page's specific feature claims and minor template repetition in the footer structures."*

### 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://azcardinals.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 29, 2026

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