

# AI Reputation Analysis and Signal Evaluation - FIBA (International Basketball Federation)

## BRAND AI REPUTATION

### Fitness, Gyms & Sports Clubs Reputation: FIBA (International Basketball Federation) (fiba.basketball)

<https://fiba.basketball>

Industry: Fitness, Gyms & Sports Clubs



REPUTATION LEVEL

## FITNESS, GYMS & SPORTS CLUBS

### 63.7 Avg Reputation

Based on 558 businesses audited.

#### HIGHER REPUTATION THAN AVERAGE

FIBA (International Basketball Federation) has 8.3 points more reputation than the average for Fitness, Gyms & Sports Clubs.

## EXPERT VERDICT

FIBA delivers a high-substance news environment that is entirely free of typical fitness-industry bullshit, though it is technically hindered by a repetitive site structure. The low BS score reflects an organization that relies on real-world events rather than marketing adjectives to establish value. The only 'bullshit' present is the technical laziness of serving the same homepage feed on dedicated ranking and player URLs.

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## INFO DENSITY

Power-words vs. Substance ratio.

24

80% Reputation

The information density is exceptionally high with a low power word to noun ratio. Headings contain specific names like Glen Yang, Jokic, and Lukosius, and specific events like BCL Asia-East 2026 and Asian Qualifiers Window 3. Substance is derived from real-time sports reporting rather than marketing fluff, although the site suffers from high concept repetition due to identical news feeds appearing across all crawled sub-pages.

## SEMANTIC COHERENCE

Homepage promise vs. Sub-page reality.

11

55% Reputation

Significant semantic drift exists between the URL intent and the content delivered. Sub-pages for ranking/men and players deliver the exact same H2 and H3 news structure as the homepage, failing to provide the specific statistics or rosters suggested by their slugs. While the content itself is high-substance, the failure to deliver page-specific content creates a technical signal-substance mismatch score of 8.

## TRUST & PROOF

Verifiable evidence vs. Trust Theatre.

17

85% Reputation

### DIAGNOSIS: TRUST THEATRE

The site records a review\_count of 7 with only 1 proof\_link\_count, which is unusually low for a global entity, suggesting these metrics may be placeholders or misconfigured metadata. However, the site lacks traditional trust theatre flags like fake award badges or 'voted best' cliches. The primary proof is the news itself, which references verifiable external events and athletes.

### EVIDENCE: PROOF DENSITY

Proof density is high regarding event existence and player participation, with specific references to 'Window 3' rosters and 'Asia Cup Final' results. The ratio of verifiable evidence to vague assertions is superior, with almost every H3 heading tied to a specific noun or number. The only weak point is the lack of external proof paths for the metadata review count.

## COMMODITY FINGERPRINT

Detection of industry cliches/templates.

14

93% Reputation

The site effectively avoids all industry cliches from the provided patterns\_json, as its value proposition is tied to official governance rather than gym memberships. There is zero use of generic phrases like 'transform your body' or 'results guaranteed.' The positioning is entirely unique to the brand entity and cannot be copy-pasted onto a competitor.

## IDENTITY & AUTHORITY

Expert verifiability & Schema depth.

6

40% Reputation

### DIAGNOSIS: AUTHORITY GAPS

There is a notable authority gap in the technical structured data. Despite claiming to be the official home of basketball, the schema\_json is null across all pages, missing Organization or Person schema to anchor the dozens of athletes and experts mentioned. This lack of a technical digital footprint for named entities results in a high authority gap score.

### EVIDENCE: PERFORMANCE VS. CLAIMS

There is no disconnect between marketing tone and demonstrated value. The site claims to be 'The Home of FIBA Basketball' and proves it with granular news coverage, roster trackers, and MVP announcements dated May 2026. Performance claims are restricted to the athletes themselves (e.g., 'Glen Yang crowned MVP') rather than the organization's business metrics.

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## INDUSTRY MATCH & SCORE SUMMARY

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### Fitness, Gyms & Sports Clubs Reputation: FIBA (International Basketball Federation) (fiba.basketball)

Reputation: 72 / 100

#### INDUSTRY CLASSIFICATION

The site is a major international sports governing body and news hub, which represents the elite end of the Sports Clubs category. While it does not match the Gym or Personal Training patterns provided in the dictionary, it serves as the ultimate authority for the sport it governs.

*"The score of 72 is driven primarily by technical gaps in Identity and Authority (missing schema) and Semantic Coherence (sub-pages mirroring the homepage). The site scores near-zero on Information Density fluff and Commodity Fingerprints, as the content is hyper-specific to the current temporal anchor of May 2026. This is a low-BS site with high technical debt."*

#### 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://fiba.basketball> 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 30, 2026

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