

AI Reputation Analysis and Signal Evaluation - MyFitnessPal

BRAND AI REPUTATION

Fitness, Gyms & Sports Clubs Reputation: MyFitnessPal (myfitnesspal.com)

https://myfitnesspal.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

MyFitnessPal has 5.3 points more reputation than the average for Fitness, Gyms & Sports Clubs.

EXPERT VERDICT

MyFitnessPal is a substance-heavy platform that is technically sound but socially unverified. It avoids most marketing fluff through specific technical definitions but hides its experts behind a corporate veil. The score reflects a legitimate product that over-relies on its own massive scale as a substitute for verifiable authority and schema transparency.

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INFO DENSITY

Power-words vs. Substance ratio.

24

80% Reputation

Information density is generally high due to the inclusion of specific technical markers such as the Mifflin St. Jeor equation and exact food database counts (20 million foods). While some headings like Hit your health goals in 1-2-3 use generic power words, they are supported by specific feature descriptions like barcode scan and voice log. The body text provides measurable outcomes and technical protocols for BMR estimation rather than vague health promises. The specificity absence score is low because the site cites 8+ distinct data points across its pages.

SEMANTIC COHERENCE

Homepage promise vs. Sub-page reality.

20

100% Reputation

There is virtually zero semantic drift between the homepage and sub-pages. The homepage H1 positioning as the #1 nutrition tracking app is directly supported by the Premium page's granular feature list and pricing. Sub-pages reinforce the core value proposition of simplified logging and data-driven insights without shifting the target audience or changing service descriptions. The heading hierarchy is logical, moving from broad claims to specific Q&A and expert guidance.

TRUST & PROOF

Verifiable evidence vs. Trust Theatre.

10

50% Reputation

DIAGNOSIS: TRUST THEATRE

Trust theatre is present primarily through the display of 106 reviews with only a single proof link count on the homepage. Massive claims like 3.5 Million 5-Star Ratings are used as trust signals, yet the featured testimonials (e.g., Jason L., Iain M.) lack direct verification links to the App Store or Google Play. The `trust_theatre_flag` is true on the welcome page, indicating that social proof is used as a gateway without immediate external validation paths for the specific stories shown.

EVIDENCE: PROOF DENSITY

The ratio of evidence to assertions is balanced by the technical transparency regarding BMR calculations and pricing. Specific proof points include the food database count (20M), the user base (200M), and the specific app integrations (35+). This outweighs the vague assertions, though the lack of external proof paths (only 1 proof link) remains the primary weakness in its substance score.

COMMODITY FINGERPRINT

Detection of industry clichés/templates.

10

67% Reputation

The site uses several industry clichés such as reach your goals, enjoy the journey, and hit your goals. However, its value proposition is differentiated by the sheer scale of its database (20 million foods) and its integration with 35+ devices, making it difficult to copy-paste onto a generic competitor. There is some template language in the About MyFitnessPal and Q&A blocks, but these contain enough specific data to avoid a maximum penalty.

IDENTITY & AUTHORITY

Expert verifiability & Schema depth.

5

33% Reputation

DIAGNOSIS: AUTHORITY GAPS

A significant authority gap exists because the site mentions experts in an H2 but fails to provide names, credentials, or digital footprints for these individuals. There is no schema_json present on any of the crawled pages, which is a major technical oversight for an industry leader. The lack of Person schema or sameAs links for the experts mentioned in the Essential Guide sections creates a credibility gap between the claim of expertise and its proof.

EVIDENCE: PERFORMANCE VS. CLAIMS

The site makes bold claims about being the #1 nutrition app and helping 1 million members reach goals annually, which are partially substantiated by its integration list and technical FAQs. However, the section Nutrition tracking works, here's the proof relies entirely on unverified user quotes rather than clinical studies or aggregated data reports. The disconnect is moderate; the tools for performance are shown, but the external validation of the results is absent.

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INDUSTRY MATCH & SCORE SUMMARY

Fitness, Gyms & Sports Clubs Reputation: MyFitnessPal (myfitnesspal.com)

Reputation: 69 / 100

INDUSTRY CLASSIFICATION

The site is a highly accurate match for the digital fitness and nutrition category. It focuses extensively on calorie tracking, BMR calculation, and macro management, delivering on the technical expectations of a health-tech platform.

"The score of 69 is driven by the Identity and Authority pillar and the Trust and Proof pillar. The lack of structured data and named experts prevents a lower score, despite the site's high information density and lack of semantic drift. The Trust and Proof score was penalized due to the high volume of claims relative to the low number of outbound verification links."

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://myfitnesspal.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 24, 2026

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