

AI Reputation Analysis and Signal Evaluation - Team Visma | Lease a Bike

BRAND AI REPUTATION

Fitness, Gyms & Sports Clubs Reputation: Team Visma | Lease a Bike (teamvismaleaseabike.com)

<https://teamvismaleaseabike.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

Team Visma | Lease a Bike has 26.3 points more reputation than the average for Fitness, Gyms & Sports Clubs.

EXPERT VERDICT

This site is a benchmark for substance-to-signal ratio, displaying current, verifiable evidence of its primary business activities. It completely avoids the generic cliches of the fitness industry by providing a transparent roster, technical supplier list, and real-time event tracking. This is high-integrity corporate communication with effectively zero bullshit.

[See how to improve >](#)

INFO DENSITY

Power-words vs. Substance ratio.

28

93% Reputation

The information density is exceptionally high, with a dominant ratio of specific nouns and names over power words. For instance, the H4 headings consist of actual race results like 'Veenhoven crowns strong team performance with victory in opening stage Volta a Catalunya,' providing immediate evidence of performance. The body substance is bolstered by over 100 individual staff and rider names, leaving zero room for generic filler content.

SEMANTIC COHERENCE

Homepage promise vs. Sub-page reality.

19

95% Reputation

There is virtually zero semantic drift between the homepage promises and the sub-page deliverables. The homepage H1 'Updates' is backed by real-time race reports dated June 19, 2026, the exact current system date. The 'Meet the team' signal on the homepage leads to an exhaustive and categorized roster on the team page, ensuring total alignment between marketing signals and technical content.

TRUST & PROOF

Verifiable evidence vs. Trust Theatre.

18

90% Reputation

DIAGNOSIS: TRUST THEATRE

The site avoids trust theatre by relying on objective proof rather than curated testimonials. While the schema_json shows a low review_count (1-2), this is irrelevant as the site provides a 'Calendar' page with specific race dates and a 'Partners' page listing nearly 100 official technical suppliers like SRAM and Cervélo. The proof_links_count of 6 on the homepage reflects actual race reports and live blogs rather than vague trust icons.

EVIDENCE: PROOF DENSITY

The ratio of verifiable evidence to assertions is nearly 1:1. Every claim of team performance is accompanied by a race report, a date (e.g., '19 Jun, 20:36'), and specific athlete involvement. The site functions more as a news portal and record of achievement than a standard commercial sales site, resulting in a dense layer of factual proof.

COMMODITY FINGERPRINT

Detection of industry cliches/templates.

12

80% Reputation

The site's value proposition is entirely unique to its entity; it cannot be copy-pasted to another business. Although it uses standard template headings like 'Featured products' and 'Stay tuned,' the content within those sections—such as the 'Nike casual T-shirt men - The Bees'—is proprietary. The only minor cliché is the product subtitle 'Dream like a champion,' which is arguably earned substance given the team's historic Tour de France trilogy mention.

IDENTITY & AUTHORITY

Expert verifiability & Schema depth.

13

87% Reputation

DIAGNOSIS: AUTHORITY GAPS

Authority is verified through a massive digital footprint of named individuals, including Jonas Vingegaard and Richard Plugge. The schema_json includes sameAs links to Twitter, Facebook, and Instagram, and the presence of high-tier partners like Mistral AI and Rabobank reinforces the organization's stature. No significant authority gaps exist as the team's professional standing is supported by a granular schedule of international competition.

EVIDENCE: PERFORMANCE VS. CLAIMS

Performance claims are not marketing assertions but historical and real-time data points. The claim of performing at the 'highest level' is substantiated by the 'Wins by WorldTeam Men team in 2026' tracker and the mention of Vingegaard's 'historic trilogy.' The marketing tone is descriptive of actual sporting events rather than aspirational fluff.

See how to improve >

INDUSTRY MATCH & SCORE SUMMARY

**Fitness, Gyms & Sports Clubs Reputation: Team Visma | Lease a Bike
(teamvismaleaseabike.com)**

Reputation: 90 / 100

INDUSTRY CLASSIFICATION

The site content specifically proves a high-performance professional cycling team identity, rather than a standard commercial gym. It aligns perfectly with 'Sports Performance Optimization' but operates at the WorldTour level, far exceeding the provided gym-specific industry patterns.

"The score of 90 was driven by the near-perfect Information Density and Semantic Coherence pillars. The site provided dated evidence (June 19, 2026) matching the current system date exactly, which is the highest possible marker of substance. Small points were only lost in Commodity Fingerprint due to standard e-commerce heading structures, but even these contained unique entity names."

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://teamvismaleaseabike.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: June 19, 2026

(c) 1EuroSEO Independent Evaluator - Non-Sponsored Result