

AI Reputation Analysis and Signal Evaluation - Szamos

BRAND AI REPUTATION

Food, Restaurants & Delivery Reputation: Szamos (szamos.hu)

https://szamos.hu

Industry: Food, Restaurants & Delivery



FOOD, RESTAURANTS & DELIVERY

57.6 Avg Reputation

Based on 2707 businesses audited.

REPUTATION LEVEL

HIGHER REPUTATION THAN AVERAGE

Szamos has 15.4 points more reputation than the average for Food, Restaurants & Delivery.

EXPERT VERDICT

Szamos is a low-BS operation that prioritizes logistical transparency and historical continuity over marketing hyperbole. The site functions as a high-utility e-commerce tool rather than a fluff-heavy brand awareness play. It earns its low score by providing exhaustive details on where, how, and from whom the consumer is buying.

[See how to improve >](#)

INFO DENSITY

Power-words vs. Substance ratio.

23

77% Reputation

The site exhibits high information density, particularly regarding logistics and heritage. Headings like [H4] Budapest and [H4] Budapest agglomerációja are followed by granular details including delivery fees (1390 Ft, 3990 Ft) and exact shop names (Allee, Árkád, Szépkilátás). The Cégtörténet page provides specific historical names like Szavits Mladen and August E. József, avoiding the 'vague founder' trope typical of high-BS sites.

SEMANTIC COHERENCE

Homepage promise vs. Sub-page reality.

18

90% Reputation

There is minimal semantic drift across the analyzed pages. The homepage functions as a regional portal, and the sub-pages (Children's Day, Corporate Gifts, History) deliver exactly on those thematic promises. The messaging is consistent: a family-owned confectionery with a strong focus on tradition and specific delivery logistics.

TRUST & PROOF

Verifiable evidence vs. Trust Theatre.

13

65% Reputation

DIAGNOSIS: TRUST THEATRE

Trust theatre is nearly non-existent as the review_count is 0 across all pages, indicating the site does not use unverified social proof or fake counters. While it claims to be 'Hungary's best-known family business' without an external link, the presence of physical addresses and a long-form history reduces the need for aggressive 'trust theatre' markers. The proof_links_count of 2 suggests a reliance on internal or social links rather than third-party citations.

EVIDENCE: PROOF DENSITY

The ratio of substance to fluff is high. For every generic statement like 'sweets make everyone's heart soften,' there are multiple specific points of evidence: names of 40+ delivery towns, specific telephone numbers for corporate representatives (06-30/291-0782), and specific historical dates. The site prioritizes functional evidence over emotional persuasion.

COMMODITY FINGERPRINT

Detection of industry clichés/templates.

9

60% Reputation

The site uses some industry clichés such as 'legjobb alapanyagok' (best ingredients) and 'hagyományos receptek' (traditional recipes), but these are anchored to a specific 1930s origin story. The 'Régió kiválasztása' block is a repeated template fingerprint, but it contains necessary functional data rather than fluff. The value proposition is unique to the Szamos brand's specific marcipán heritage, making it difficult to copy-paste onto a generic competitor.

IDENTITY & AUTHORITY

Expert verifiability & Schema depth.

10

67% Reputation

DIAGNOSIS: AUTHORITY GAPS

Authority is established through historical narrative, though it lacks modern technical validation. Founders like Szamos Mátyás are mentioned prominently in the text, but the schema_json is a basic Organization type without Person properties or sameAs links to external biographical records. The heading hierarchy is slightly inefficient, with 'Belépés' and 'Regisztráció' occupying H2 slots on every page, which dilutes the topical authority of the actual page content.

EVIDENCE: PERFORMANCE VS. CLAIMS

The site avoids bold 'results-driven' marketing claims, focusing instead on the tangible quality of products and delivery reliability. The only potential disconnect is the claim of being 'famous far beyond the borders' without citing international awards or specific export metrics. However, the corporate gifting page provides substance by mentioning specific customization techniques like printing on chocolate.

[See how to improve >](#)

INDUSTRY MATCH & SCORE SUMMARY

Food, Restaurants & Delivery Reputation: Szamos (szamos.hu)

Reputation: 73 / 100

INDUSTRY CLASSIFICATION

The content perfectly aligns with the Food and Confectionery industry, specifically focusing on marcipán, cakes, and corporate gifting. The presence of regional delivery data and specific product categories like 'Drazsék' and 'Marcipán figurák' confirms a high-fidelity industry match.

"The score of 73 is primarily driven by small technical authority gaps and the repetition of logistical boilerplate. The high substance in the history and corporate gifting sections prevented a higher BS score. The site is a benchmark for substance-heavy regional e-commerce in the confectionery sector."

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://szamos.hu> 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 25, 2026

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