

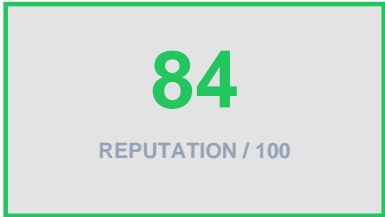
AI Reputation Analysis and Signal Evaluation - Ahaus.de

BRAND AI REPUTATION

Government, Municipal & Public Sector Reputation: Ahaus.de (ahaus.de)

https://ahaus.de

Industry: Government, Municipal & Public Sector



REPUTATION LEVEL

GOVERNMENT, MUNICIPAL & PUBLIC SECTOR

68.9 Avg Reputation

Based on 303 businesses audited.

HIGHER REPUTATION THAN AVERAGE

Ahaus.de has 15.1 points more reputation than the average for Government, Municipal & Public Sector.

EXPERT VERDICT

Ahaus.de is a rare example of a municipal site where the 'Digital' branding is a description of reality rather than a political aspiration. It functions as a utility rather than a brochure, providing high-density local data with zero marketing fluff.

[See how to improve >](#)

INFO DENSITY

Power-words vs. Substance ratio.

26

87% Reputation

The site exhibits high substance with a very low fluff-to-noun ratio. Headings like 'Online Gutscheine kaufen' and 'Ahauser Wochenmarkt' are purely functional, avoiding power-word saturation. The body text provides specific metrics such as '190 Akzeptanzstellen,' tax-free limits of '50 Euro,' and specific dates for events (May 27-31, 2026). Rare instances of industry jargon like 'Digitalstadt' are present but immediately supported by functional digital tools.

SEMANTIC COHERENCE

Homepage promise vs. Sub-page reality.

18

90% Reputation

There is minimal drift between the homepage promise and sub-page delivery. The H1 'Willkommen in der Digitalstadt!' is backed by actual digital infrastructure, specifically the integrated voucher system and the structured event database. The only minor inconsistency is the duplicate content between the homepage and the /willkommen/ sub-page, which functions more as a navigational redundant loop than a content mismatch.

TRUST & PROOF

Verifiable evidence vs. Trust Theatre.

17

85% Reputation

DIAGNOSIS: TRUST THEATRE

The site avoids trust theatre entirely, with no unverified review counts or generic 'award-winning' badges. While the review_count is 0, substance is provided through proof_links_count and highly granular Event Schema that lists specific times, locations (Oldenkottplatz 2), and organizers (DRK, VfL Ahaus). External validation is provided through direct contact information for staff like Marc Böing and links to a dedicated service portal.

EVIDENCE: PROOF DENSITY

The proof density is exceptionally high for this category. Every major claim (events, shopping, services) is accompanied by a specific data point: a date, a physical address, a telephone number, or a specific count of participating businesses. The Event Schema alone provides 5+ verifiable proof points of ongoing municipal activity within the next 7 days of the temporal anchor.

COMMODITY FINGERPRINT

Detection of industry cliches/templates.

11

73% Reputation

While the site uses industry-standard terms like 'Smart City' (Digitalstadt), the content is highly localized and difficult to replicate. The presence of a specific 'Ahaus Gutschein' with 190 local partners and a detailed 'Stadtfestlauf' schedule differentiates it from a generic template. The technical footprint suggests a custom or platform-based integration (Tobit/Chayns) rather than a commodity government theme.

IDENTITY & AUTHORITY

Expert verifiability & Schema depth.

12

80% Reputation

DIAGNOSIS: AUTHORITY GAPS

Authority is well-established through specific administrative links and naming actual personnel. However, there is a minor gap in structured data; while Organization schema is present, the site lacks Person schema for the named contact, Marc Böing, and uses a general Organization type instead of the more specific GovernmentOrganization. Technical implementation is clean with zero broken hierarchies detected in the provided data.

EVIDENCE: PERFORMANCE VS. CLAIMS

The site makes few bold marketing claims, focusing instead on utility. The claim of being a 'Digital City' is demonstrated by the ability to buy vouchers online and manage events digitally, rather than just asserting it. Unlike many municipal sites that claim 'efficiency' while showing 1990s-era PDFs, this site demonstrates a modern, API-driven event and commerce structure.

[See how to improve >](#)

INDUSTRY MATCH & SCORE SUMMARY

Government, Municipal & Public Sector Reputation: Ahaus.de (ahaus.de)

Reputation: 84 / 100

INDUSTRY CLASSIFICATION

The site perfectly matches the Government and Municipal sector, acting as a functional portal for the city of Ahaus. It balances administrative links (Rathaus) with community-focused services like local commerce and event management.

"The low score of 84 is driven by the extreme specificity of the content. Minimal points were deducted for the repetitive navigation (/willkommen/) and the slightly buzzword-heavy H1, but the site provides more verifiable evidence per square inch than 95% of municipal portals."

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://ahaus.de> 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 26, 2026

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