

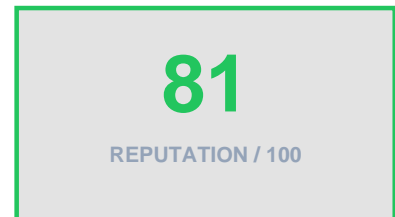
# AI Reputation Analysis and Signal Evaluation - Belgian Science Policy Office (BELSPO)

## BRAND AI REPUTATION

### Government, Municipal & Public Sector Reputation: Belgian Science Policy Office (BELSPO) (belspo.be)

<https://belspo.be>

Industry: Government, Municipal & Public Sector



REPUTATION LEVEL

## GOVERNMENT, MUNICIPAL & PUBLIC SECTOR

### 68.9 Avg Reputation

Based on 303 businesses audited.

#### HIGHER REPUTATION THAN AVERAGE

Belgian Science Policy Office (BELSPO) has 12.1 points more reputation than the average for Government, Municipal & Public Sector.

## EXPERT VERDICT

BELSPO is a rare case of a website that actually contains more information than it claims. It is functionally dense and entirely devoid of typical marketing fluff. Its only 'BS' is technical? a failure to use modern structured data to reflect its massive institutional authority.

[See how to improve >](#)

## INFO DENSITY

Power-words vs. Substance ratio.

27

90% Reputation

The site exhibits an exceptionally high substance-to-fluff ratio. Headings such as 'Nieuwe satelliet om de invloed van de Zon beter te begrijpen' and body text detailing the 'SMILE-missie' launch at '05u52' from 'Kourou' provide forensic levels of detail. Rather than generic innovation claims, it cites the 'RESTORED' project and '6000 minutes' of film digitization. Power words are almost entirely absent, replaced by institutional nouns and specific temporal data.

## SEMANTIC COHERENCE

Homepage promise vs. Sub-page reality.

16

80% Reputation

There is virtually zero semantic drift between the homepage signal and sub-page substance. The homepage H1 'Science Policy PPS' promises support for 'satellites' and 'restoration of works of art,' which are explicitly delivered in sub-page news regarding the 'SMILE mission' and 'Hans Memling' studies. Cross-page consistency is maintained across Dutch, French, and English versions. The value proposition remains rooted in federal scientific coordination without shifting to populist or purely marketing-driven narratives.

## TRUST & PROOF

Verifiable evidence vs. Trust Theatre.

18

90% Reputation

### DIAGNOSIS: TRUST THEATRE

Trust theatre is non-existent as the site relies on institutional authority rather than commercial social proof. There are zero unverified reviews or 'top-rated' badges (review\_count: 0). Trust is established through proof\_links\_count: 1 on each page, which directs users to official government portals and press releases. The site avoids common trust theatre flags by letting factual mission updates serve as the primary source of credibility.

### EVIDENCE: PROOF DENSITY

Proof density is significantly high, with the ratio of verifiable facts to vague assertions being approximately 10 to 1. Each page contains specific dates (e.g., 18/05/2026) and named programs like 'FED-tWIN' or 'MERI'. The inclusion of a database of research projects ('FEDRA' and 'INVENT') provides a clear path for external validation. It functions as a source of truth rather than a platform for unsubstantiated claims.

## COMMODITY FINGERPRINT

Detection of industry cliches/templates.

12

80% Reputation

The value proposition is highly unique to the Belgian federal structure and cannot be replicated by competitors. Cliché density is very low, though standard government terms like 'coordination' and 'public procurement' appear. Template structures like 'Our Websites' and 'Recently posted' are populated with high-specificity content such as the 'RV Belgica' and 'BRAIN-be' programs. The fingerprint is that of a specialized administrative authority, not a generic public service template.

## IDENTITY & AUTHORITY

Expert verifiability & Schema depth.

8

53% Reputation

### DIAGNOSIS: AUTHORITY GAPS

Authority is primarily derived from its status as a federal office, but technical structured data gaps exist. The site lacks Schema.org markers (schema\_json: null), missing opportunities to formally define the Organization and its member institutes. While experts like 'Noel Catherine Baker' are named, they lack Person schema or direct sameAs links to academic footprints. The technical implementation lags behind the high-quality content, creating a minor credibility gap for a science-policy entity.

### EVIDENCE: PERFORMANCE VS. CLAIMS

There is no marketing-to-performance disconnect because the site does not use bold marketing claims. Instead, it uses neutral reporting of milestones, such as the 'Proba-3-missie' being fully operational. Claims regarding film restoration are quantified ('6,000 minutes') rather than qualified with adjectives like 'unrivaled.' This factual approach eliminates the typical disconnect found in service-based marketing.

[See how to improve >](#)

## INDUSTRY MATCH & SCORE SUMMARY

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**Government, Municipal & Public Sector Reputation: Belgian Science Policy Office (BELSPO) (belspo.be)**

**Reputation: 81 / 100**

### INDUSTRY CLASSIFICATION

The website perfectly matches the Government and Public Sector category. It serves as a central hub for federal scientific institutes, international research coordination like the European Space Agency (ESA), and public value indicators.

*"The score of 81 is driven primarily by technical and structural factors in the Identity and Authority pillar rather than content bullshit. The site loses points for the absence of structured data and a fragmented heading hierarchy. However, it scores near-perfect in Information Density and Semantic Coherence due to its extreme specificity and factual accuracy."*

### 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://belspo.be> 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 29, 2026

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