

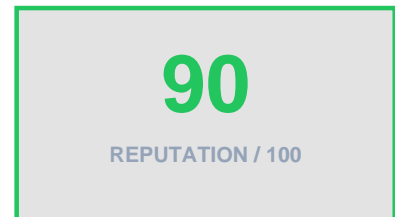
AI Reputation Analysis and Signal Evaluation - Commodity Futures Trading Commission | CFTC

BRAND AI REPUTATION

Government, Municipal & Public Sector
Reputation: Commodity Futures Trading
Commission | CFTC (cftc.gov)

<https://cftc.gov>

Industry: Government, Municipal & Public Sector



REPUTATION LEVEL

GOVERNMENT, MUNICIPAL & PUBLIC SECTOR

68.9 Avg Reputation

Based on 303 businesses audited.

HIGHER REPUTATION THAN AVERAGE

Commodity Futures Trading Commission | CFTC has 21.1 points more reputation than the average for Government, Municipal & Public Sector.

EXPERT VERDICT

This is a benchmark for low-BS communication. The site prioritizes functional data and legal transparency over marketing narrative, providing specific evidence for every regulatory claim.

[See how to improve >](#)

INFO DENSITY

Power-words vs. Substance ratio.

28

93% Reputation

The site exhibits exceptionally high information density. Headings avoid fluff power words, instead using specific nouns and verbs such as 'Sues to Block', 'Charges Google Employee', and 'Sign MOU'. Body text is packed with substance, citing exact figures like '\$1.3 million in disgorgement' and specific legal entities like the 'U.S. District Court for the Southern District of New York'.

SEMANTIC COHERENCE

Homepage promise vs. Sub-page reality.

20

100% Reputation

There is zero semantic drift between the homepage signal and sub-page substance. The homepage H1 focuses on enforcement cooperation, and the news feed provides direct evidence of these actions. Sub-pages like Industry Filings and Public Comments deliver the technical tools promised by the regulatory navigation structure.

TRUST & PROOF

Verifiable evidence vs. Trust Theatre.

19

95% Reputation

DIAGNOSIS: TRUST THEATRE

Trust theatre is non-existent. The `trust_theatre_flag` is false across all pages, and the site eschews generic badges or testimonials. It relies on `proof_links_count` through external redirects to federal portals like Regulations.gov and internal links to Whistleblower.gov, grounding its authority in legal documentation rather than marketing props.

EVIDENCE: PROOF DENSITY

Proof density is high, with a significant ratio of verifiable evidence to assertions. Every H3 in the 'Latest News' section refers to a specific, dated legal action or memorandum, providing a dense trail of verifiable regulatory activity compared to the lack of generic fluff.

COMMODITY FINGERPRINT

Detection of industry cliches/templates.

14

93% Reputation

The site is almost entirely free of industry cliches. While it mentions 'Innovation at the CFTC', this is contextualized by specific interest rate swap modifications and staff appointments. The value proposition is legally unique and cannot be copy-pasted by competitors as it is derived from federal mandate.

IDENTITY & AUTHORITY

Expert verifiability & Schema depth.

9

60% Reputation

DIAGNOSIS: AUTHORITY GAPS

Authority is legally established, but a minor technical gap exists. The `schema_json` is null across all pages, meaning the site fails to use structured data (Organization or Person schema) to programmatically link named officials like Michael S. Selig to their professional footprints.

EVIDENCE: PERFORMANCE VS. CLAIMS

Performance claims are minimal and strictly functional. The claim 'Holding Wrongdoers Accountable' is immediately substantiated by a specific H1 regarding a \$1.3 million court order for commodity pool fraud. No unsubstantiated 'best-in-class' assertions were detected.

[See how to improve >](#)

INDUSTRY MATCH & SCORE SUMMARY

Government, Municipal & Public Sector Reputation: Commodity Futures

INDUSTRY CLASSIFICATION

The site content perfectly aligns with the Government and Public Sector category. It displays regulatory functions, enforcement actions, public comment transitions, and industry filing tools characteristic of a federal oversight body.

"The score of 90 reflects an almost total absence of marketing fluff. The few points accrued are purely technical (lack of schema) or related to minor generic headings like 'Innovation' and 'Harmonization' which carry less immediate weight than the enforcement data."

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://cftc.gov> 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 29, 2026

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