

# AI Reputation Analysis and Signal Evaluation - CivicActions

## BRAND AI REPUTATION

### Government, Municipal & Public Sector Reputation: CivicActions (civicactions.com)

https://civicactions.com

Industry: Government, Municipal & Public Sector



REPUTATION LEVEL

## GOVERNMENT, MUNICIPAL & PUBLIC SECTOR

### 68.9 Avg Reputation

Based on 303 businesses audited.

#### LOWER REPUTATION THAN AVERAGE

CivicActions has 1.9 points less reputation than the average for Government, Municipal & Public Sector.

## EXPERT VERDICT

CivicActions is a high-substance entity that uses a high-fluff vocabulary. While their marketing language is saturated with civic-tech buzzwords, their forensic footprint of named federal clients and specific technical implementations (Drupal, DKAN) proves they are a legitimate operator. The 'bullshit' here is primarily a technical failure in structured data rather than a deceptive marketing strategy.

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## INFO DENSITY

Power-words vs. Substance ratio.

22

73% Reputation

The site manages a healthy balance between industry power words and specific technical nouns. While headings like [H2] 'Our people make the difference' are high-fluff, they are immediately anchored by substance-heavy body text mentioning 'Drupal content management system,' 'Compliance as Code,' and 'DITAP program certification.' Specificity is exceptionally high with over 15 federal and state agencies named as clients alongside specific software versions like Drupal 10.

## SEMANTIC COHERENCE

Homepage promise vs. Sub-page reality.

16

80% Reputation

There is virtually zero drift between the [H1] 'We help government deliver trusted public services' and the sub-page offerings. The Services page delivers a granular map of the homepage promise, and the Case Studies page proves it with named entities. The only minor drift is the repetition of value propositions which borders on redundant rather than contradictory.

## TRUST & PROOF

Verifiable evidence vs. Trust Theatre.

17

85% Reputation

### DIAGNOSIS: TRUST THEATRE

Trust theatre is detected on the Careers page, which shows a review\_count of 2 without any linked verification or external proof paths. Furthermore, the site relies on 'Top Company' awards from 2023, which appear stale as of the June 2026 audit date. However, the presence of a robust Case Studies directory with named government agencies provides a significant counter-balance to these minor trust gaps.

### EVIDENCE: PROOF DENSITY

The proof density is high, characterized by a large volume of agency logos (VA, FCC, USDA, etc.) and specific project outcomes. For every broad assertion of 'working for the greater good,' there is a specific evidence point like 'Upgraded 8 sites to Drupal 10 for CMS ahead of deadline.' This 1:1 ratio of claim to evidence is much higher than industry average.

## COMMODITY FINGERPRINT

Detection of industry cliches/templates.

7

47% Reputation

Cliché density is high, with frequent matches for 'digital transformation,' 'human-centered design,' and 'public good.' The value proposition 'Government services that build public trust' is a common industry cliché that could be copy-pasted by competitors like Ad Hoc or 18F. The site avoids a maximum penalty here by referencing niche technical specializations and specific government procurement certifications.

## IDENTITY & AUTHORITY

Expert verifiability & Schema depth.

5

33% Reputation

### DIAGNOSIS: AUTHORITY GAPS

A major technical authority gap exists: the site claims expertise in 'digital transformation' and 'modern technology' but features null schema\_json across all audited pages. While employees like David Sumner and Iris Ibekwe are named, they lack Person schema or sameAs links, leaving their digital footprints unverified within the site's own data structure. This disconnect between the 'modernization' claim and the site's technical implementation is the primary driver of the score.

### EVIDENCE: PERFORMANCE VS. CLAIMS

Most performance claims, such as 'improving the online experience for Medicare beneficiaries,' are backed by specific project summaries. There is a slight disconnect in the lack of quantified metrics; for example, they claim 'faster security' but do not provide percentage-based or time-based data to define 'faster.' The evidence remains qualitative rather than quantitative.

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## INDUSTRY MATCH & SCORE SUMMARY

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### Government, Municipal & Public Sector Reputation: CivicActions (civicactions.com)

Reputation: 67 / 100

#### INDUSTRY CLASSIFICATION

The site strongly aligns with the Government, Municipal & Public Sector category, focusing specifically on civic tech and digital transformation for federal and state agencies. The content consistently references government-specific frameworks like DITAP, ATO processes, and U.S. Web Design Standards.

*"The score was primarily elevated by the Identity and Authority pillar (10/15) due to the complete absence of structured data, which is a red flag for a technology firm. Information Density (8/30) and Commodity Fingerprint (8/15) also contributed points for heavy use of jargon like 'digital transformation.' The score remained low overall (33) because of the exceptional alignment between claims and the extensive library of named case studies."*

#### 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://civicactions.com> 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: June 20, 2026

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