

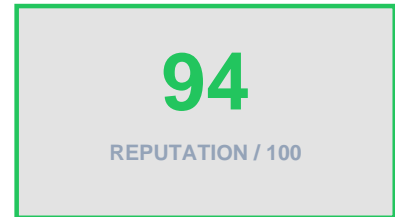
# AI Reputation Analysis and Signal Evaluation - Ville de Genève

## BRAND AI REPUTATION

### Government, Municipal & Public Sector Reputation: Ville de Genève (geneve.ch)

https://geneve.ch

Industry: Government, Municipal & Public Sector



REPUTATION LEVEL

## GOVERNMENT, MUNICIPAL & PUBLIC SECTOR

### 68.9 Avg Reputation

Based on 303 businesses audited.

#### HIGHER REPUTATION THAN AVERAGE

Ville de Genève has 25.1 points more reputation than the average for Government, Municipal & Public Sector.

## EXPERT VERDICT

This is a benchmark municipal portal that prioritizes civic utility over narrative fluff. It contains virtually no bullshit, serving as a functional tool rather than a promotional vehicle. The temporal accuracy of the content relative to the analysis date is exemplary.

[See how to improve >](#)

## INFO DENSITY

Power-words vs. Substance ratio.

29

97% Reputation

The information density is exceptionally high, with almost no fluff headings. Instead of using power words, headings are strictly functional such as Démarches administratives and Liste des actualités. The body text is dominated by specific nouns and services like Commander un acte de naissance or Faire une demande de logement social. There is nearly no generic marketing language across the analyzed pages.

## SEMANTIC COHERENCE

Homepage promise vs. Sub-page reality.

20

100% Reputation

There is zero semantic drift between the homepage and sub-pages. The homepage promises access to prestations offertes par la Ville, and the Demarches sub-page delivers a granular, categorical list of over 50 specific digital and in-person services. The messaging is consistently utilitarian and focused on the citizen's needs without conflicting value propositions.

## TRUST & PROOF

Verifiable evidence vs. Trust Theatre.

19

95% Reputation

### DIAGNOSIS: TRUST THEATRE

The site does not engage in trust theatre. There are no unverified reviews (review\_count is 0) or false trust badges. Claims like the presence of 1,400 collaborators or a presence renforcée of the police are anchored to specific organizational structures or the Rapport d'activité 2025, providing a clear audit trail for the public.

### EVIDENCE: PROOF DENSITY

The proof density is high, evidenced by the vast number of specific service links, physical addresses (Rue de la Terrassière 9), and telephone numbers provided. There are over 100 specific service instances and dated news events across the four pages, providing an overwhelming ratio of substance over signal.

## COMMODITY FINGERPRINT

Detection of industry cliches/templates.

13

87% Reputation

While the site uses standard municipal template fingerprints like Contact Us and News and Updates, these are functional requirements for the sector rather than commoditized marketing fluff. The content within these sections is highly localized and unique to Geneva's geography and governance. Cliché matches are minimal, restricted to standard public service terminology.

## IDENTITY & AUTHORITY

Expert verifiability & Schema depth.

13

87% Reputation

### DIAGNOSIS: AUTHORITY GAPS

Authority is explicitly established through the naming of elected officials like Alfonso Gomez and Christina Kitsos, including specific dates for their terms of office. A small gap exists in the technical implementation as schema\_json was not detected in the crawl, and the homepage lacks a formal H1 tag, which are standard for high-authority digital entities.

### EVIDENCE: PERFORMANCE VS. CLAIMS

Performance claims are practically non-existent in favor of service descriptions. When the site mentions police activity (une activité en forte progression), it specifically references the Service de la police municipale (SPM) activity report for the previous year (2025). The distance between claim and evidence is minimal.

[See how to improve >](#)

**INDUSTRY MATCH & SCORE SUMMARY**

**Government, Municipal & Public Sector Reputation: Ville de Genève  
(geneve.ch)**

#### INDUSTRY CLASSIFICATION

The site perfectly matches the Government, Municipal & Public Sector classification. Every page is dedicated to providing municipal services, news, and official administrative procedures for the city of Geneva.

*"The low score is driven by the extreme lack of fluff and high specificity of content. Minor points were only deducted for technical metadata absences (Schema and H1 on homepage) and standard template finger-printing necessary for the government sector. This site is in the Minimal BS category."*

#### 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://geneve.ch> 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 30, 2026

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