

# AI Reputation Analysis and Signal Evaluation - Kecskemét

## BRAND AI REPUTATION

### Government, Municipal & Public Sector Reputation: Kecskemét (kecskemet.hu)

https://kecskemet.hu

Industry: Government, Municipal & Public Sector



REPUTATION LEVEL

## GOVERNMENT, MUNICIPAL & PUBLIC SECTOR

### 68.9 Avg Reputation

Based on 303 businesses audited.

#### HIGHER REPUTATION THAN AVERAGE

Kecskemét has 1.1 points more reputation than the average for Government, Municipal & Public Sector.

## EXPERT VERDICT

A functionally dense municipal portal wrapped in a thin, slightly embarrassing 'cool city' marketing shell. Once the user bypasses the fluff H1s, the site provides high-utility, forensic-level detail on city operations.

[See how to improve >](#)

## INFO DENSITY

Power-words vs. Substance ratio.

22

73% Reputation

The information density is exceptionally high in sub-pages despite a fluff-heavy homepage. While the H1 slogan 'Jöv?. Men?. Kecskemét' (Future. Cool. Kecskemét) is pure marketing air, the body text provides forensic-level detail such as 'hrsú ingatlan 01003/146' and specific event timings like '2026.05.27 10:00 - 11:00'. The ratio of specific nouns (Robotika, Katona József Könyvtár, SUMP) to power words is favorable, indicating high substance once past the hero section.

## SEMANTIC COHERENCE

Homepage promise vs. Sub-page reality.

16

80% Reputation

There is a notable drift between the homepage signal and sub-page substance. The homepage attempts a 'lifestyle brand' signal with vague slogans, whereas the sub-pages function as a granular administrative and event portal. However, the 'Future' (Jöv?) claim in the H1 is partially supported by the recurring 'Robotika' and 'Fenntartható Városi Mobilitási Terv' (SUMP) content found on the Városháza page.

## TRUST & PROOF

Verifiable evidence vs. Trust Theatre.

14

70% Reputation

### DIAGNOSIS: TRUST THEATRE

The site records a review\_count of 9 across several pages but provides 0 verified review text or external proof links to third-party platforms. This is a minor trust theatre flag, as municipal sites often aggregate feedback without linking to Google or TripAdvisor. The proof\_links\_count is low (1), relying on the inherent authority of the government domain rather than external validation.

### EVIDENCE: PROOF DENSITY

Proof density is high regarding 'what is happening' but low regarding 'impact'. The site provides 40+ specific event listings with exact dates and locations, which serves as proof of activity, but lacks published performance metrics or citizen satisfaction data as suggested by the industry proof expectations.

## COMMODITY FINGERPRINT

Detection of industry clichés/templates.

10

67% Reputation

The site uses industry-standard template fingerprints like 'Main navigation' and 'Eseménynaptár'. The value proposition clichés like 'Jöv?. Men?.' are interchangeable with any city trying to appear modern, but the actual content?listing specific local library programs and crime prevention newsletters?is unique to the locality and cannot be copy-pasted.

## IDENTITY & AUTHORITY

Expert verifiability & Schema depth.

8

53% Reputation

### DIAGNOSIS: AUTHORITY GAPS

The technical implementation lacks structured data (schema\_json is null), which is a gap for an entity claiming to be a 'smart city' or forward-thinking. There is no Person schema for elected officials in the provided data, and while the authority is implied by the domain, the digital footprint of the 'experts' behind the mobility plans is not linked.

### EVIDENCE: PERFORMANCE VS. CLAIMS

The site makes few bold performance claims, focusing instead on scheduling and legal hirdetmény (announcements). The disconnect lies only in the 'Men?' (Cool) marketing claim, which is contradicted by the somewhat bureaucratic and dry presentation of library 'robot hours' and 'crime newsletters.'

[See how to improve >](#)

## INDUSTRY MATCH & SCORE SUMMARY

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**Government, Municipal & Public Sector Reputation: Kecskemét  
(kecskemet.hu)**

**Reputation: 70 / 100**

### INDUSTRY CLASSIFICATION

The content strictly adheres to the Government and Municipal sector, featuring specific local announcements, library events, and urban planning documents. The presence of parcel IDs, public hearing dates, and municipal service links (Ebrendészet, Adatvédelem) confirms this classification.

*"The score of 70 reflects high substance in local reporting and event management, offset by technical gaps (missing schema) and a high commodity/cliché factor in the top-level slogans."*

### 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://kecskemet.hu> 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 27, 2026

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