

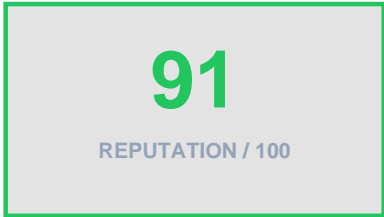
AI Reputation Analysis and Signal Evaluation - National Endowment for the Humanities

BRAND AI REPUTATION

Government, Municipal & Public Sector Reputation: National Endowment for the Humanities (neh.gov)

<https://neh.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

National Endowment for the Humanities has 22.1 points more reputation than the average for Government, Municipal & Public Sector.

EXPERT VERDICT

NEH.gov is a benchmark for low-BS communication in the public sector. It eschews modern marketing 'synergy' in favor of cold, hard metrics and direct access to raw data. It is a rare site where the substance actually exceeds the marketing signal.

[See how to improve >](#)

INFO DENSITY

Power-words vs. Substance ratio.

27

90% Reputation

The information density is exceptionally high. Body text contains dense clusters of hard metrics, such as 'awarded over \$6 billion since 1965' and '9,000+ books including 20 Pulitzer Prize-winning books.' Headings like [H2] NEH Funding by the Numbers lead immediately to quantifiable substance rather than power-word fluff. Only minor penalties apply for generic news-section headings like [H2] News and Updates.

SEMANTIC COHERENCE

Homepage promise vs. Sub-page reality.

20

100% Reputation

There is zero detectable semantic drift between the homepage signal and sub-page substance. The homepage promise to support humanities in 'every state and U.S. jurisdiction' is explicitly validated on the /250/ sub-page, which details \$85 million in awards across all 50 states and six jurisdictions. The /grants/ page provides the exact mechanisms (Take the Quiz, Application Deadlines) to fulfill the primary mission advertised.

TRUST & PROOF

Verifiable evidence vs. Trust Theatre.

19

95% Reputation

DIAGNOSIS: TRUST THEATRE

The site avoids trust theatre by providing forensic-level proof paths. Instead of unverified 'reviews,' the /open/ page provides links to high-value datasets in XML format on Data.gov and official OMB memorandum M-10-06. The review_count observed in metadata appears to be an internal tracking mechanism rather than typical marketing trust theatre, as claims are substantiated by legislative acts and public records.

EVIDENCE: PROOF DENSITY

Proof density is significantly above average for the sector. For every thematic claim (e.g., advancing civics education), there is a corresponding specific initiative (A More Perfect Union) and a reported dollar amount (\$85 million). The site provides specific project names like 'The Papers of George Washington' and 'Mark Twain Project' as verifiable evidence of their mission in action.

COMMODITY FINGERPRINT

Detection of industry cliches/templates.

12

80% Reputation

While the site uses industry-standard terms like 'transparency and accountability' and 'open data,' these are not used as hollow clichés but as descriptors for specific statutory requirements. A minor penalty is applied for template-style layouts in the 'News and Updates' and 'About Us' sections, though the content within these blocks is highly specific to the agency's unique legislative mandate.

IDENTITY & AUTHORITY

Expert verifiability & Schema depth.

13

87% Reputation

DIAGNOSIS: AUTHORITY GAPS

Authority is established through explicit references to Congressional acts and named leadership, such as 'William English Appointed Acting NEH Chairman.' A minor gap exists in the technical implementation, as schema_json was reported as null across several pages, missing an opportunity to use GovernmentOrganization schema to link to official sameAs digital footprints, though the .gov TLD provides inherent authority.

EVIDENCE: PERFORMANCE VS. CLAIMS

There is no disconnect between claims and performance. The agency claims to be a 'public funder' and provides an API for a 'Funded Project Query Form' to prove it. Performance claims regarding cultural impact are backed by specific lists of prestigious awards (Oscar, Peabody, Emmy, Pulitzer) won by projects they funded, creating a closed loop of evidence.

[See how to improve >](#)

INDUSTRY MATCH & SCORE SUMMARY

Government, Municipal & Public Sector Reputation: National Endowment for the Humanities (neh.gov)

Reputation: 91 / 100

INDUSTRY CLASSIFICATION

The site perfectly aligns with the Government, Municipal & Public Sector category. It presents itself as an independent federal agency and provides administrative reports, grant information, and open data portals typical of high-level government entities.

"The score of 91 reflects a site with minimal bullshit. The few points deducted are purely for the absence of structured data (Identity) and the use of some necessary but generic government nomenclature (Commodity). The information density and semantic coherence are nearly perfect."

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://neh.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 30, 2026

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