

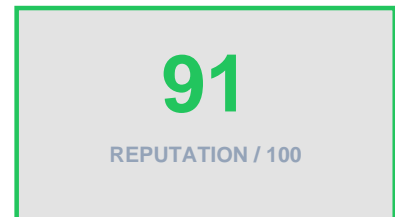
# AI Reputation Analysis and Signal Evaluation - Mairie de Thionville

## BRAND AI REPUTATION

### Government, Municipal & Public Sector Reputation: Mairie de Thionville (thionville.fr)

https://thionville.fr

Industry: Government, Municipal & Public Sector



REPUTATION LEVEL

## GOVERNMENT, MUNICIPAL & PUBLIC SECTOR

### 68.9 Avg Reputation

Based on 303 businesses audited.

#### HIGHER REPUTATION THAN AVERAGE

Mairie de Thionville has 22.1 points more reputation than the average for Government, Municipal & Public Sector.

## EXPERT VERDICT

This website is a benchmark for low-BS public sector communication, prioritizing utility over marketing. It avoids almost all generic industry traps by providing hard data, technical specs, and a high volume of dated, verifiable evidence. It is a rare example of a site where the content proves more than the headings claim.

[See how to improve >](#)

## INFO DENSITY

Power-words vs. Substance ratio.

26

87% Reputation

The site exhibits extremely high information density with a very low fluff-to-substance ratio. Headings are primarily functional nouns such as Accès rapides, Lieux culturels, and Tarifs rather than power-word-heavy marketing slogans. Body text is saturated with specifics, citing 35 kilometers of bus lines, 629 parking spots, and exact member counts for sports associations (15,000 licensed members). Fluff is restricted to minor descriptors like magnifique petite salle in the cultural sections.

## SEMANTIC COHERENCE

Homepage promise vs. Sub-page reality.

20

100% Reputation

There is virtually zero semantic drift across the analyzed pages. The homepage hero and navigation sections promise direct access to city services and news, which the sub-pages deliver with granular detail. For example, the homepage mentions Lieux culturels and the sub-pages for La Scala and Adagio provide technical specifications (salle de 191 et 104 places), specific seating capacities, and active schedules matching the current temporal anchor of June 2026.

## TRUST & PROOF

Verifiable evidence vs. Trust Theatre.

19

95% Reputation

### DIAGNOSIS: TRUST THEATRE

The site avoids trust theatre by utilizing verified national labels rather than unverified user reviews. Certifications like Villes et Villages Fleuris (4 fleurs) and Territoires Villes et Villages Internet (@ @ @ @ @) are cited with specific dates of renewal (2021, 2022). The review\_count is 0 across all pages, reflecting a transparent refusal to use unverified social proof, and most claims are backed by physical addresses and direct telephone contacts.

### EVIDENCE: PROOF DENSITY

Proof density is high across all pages, particularly in the news and events sections. For example, the direct news feed provides precise timestamps (17 juin 2026 14:04) and the Kiosque section provides downloadable evidence via multi-page PDF magazines (e.g., Magazine #Thionville 05/2026, 48 pages). The ratio of verifiable evidence to assertions is heavily weighted toward proof points.

## COMMODITY FINGERPRINT

Detection of industry cliches/templates.

13

87% Reputation

The commodity fingerprint is low, as the content is localized to Thionville's specific geography and community events. Minor industry cliches appear in urban planning descriptions, such as réenchanter le centre-ville and dynamiser le quartier, but these are tied to specific projects like Action Coeur de Ville. The value proposition is unique to the municipality and could not be easily copy-pasted to another city's website without losing all context.

## IDENTITY & AUTHORITY

Expert verifiability & Schema depth.

13

87% Reputation

### DIAGNOSIS: AUTHORITY GAPS

Authority is established through technical and administrative substance rather than personal branding. While the schema\_json is a basic Organization type and lacks specific Person schema for elected officials, the authority is proven by the breadth of official PDF publications and direct service links. The main authority gap is technical; the homepage lacks an H1 tag, which slightly undermines the structural technical excellence usually expected from a primary municipal portal.

### EVIDENCE: PERFORMANCE VS. CLAIMS

The site makes very few bold performance claims, sticking instead to project descriptions and service availability. Where claims are made, such as Thionville being a Ville active & sportive, they are substantiated by a list of 100 associations and specific facilities like the centre de loisirs aquatiques. There is no marketing disconnect because the site does not attempt to 'sell' results beyond its administrative duties.

[See how to improve >](#)

## INDUSTRY MATCH & SCORE SUMMARY

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**Government, Municipal & Public Sector Reputation: Mairie de Thionville (thionville.fr)**

**Reputation: 91 / 100**

### INDUSTRY CLASSIFICATION

The website perfectly aligns with the Government and Municipal sector, functioning as a service-oriented portal for citizens rather than a promotional marketing site. The presence of specific municipal services like PLU (Urban Planning), BHNS (Transport), and various cultural schedules confirms its public sector mandate.

*"The exceptionally low score of 91 is driven by the site's high information density and lack of semantic drift. Minor penalties were only applied for industry-standard cliches in urban planning text and a technical oversight involving the missing H1 tag on the homepage."*

### 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://thionville.fr> 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 19, 2026

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