

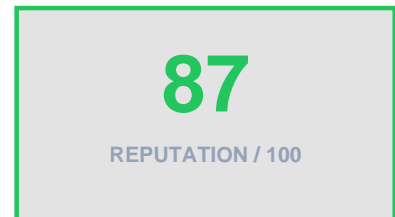
AI Reputation Analysis and Signal Evaluation - Universitets- och högskolerådet (UHR)

BRAND AI REPUTATION

Government, Municipal & Public Sector Reputation: Universitets- och högskolerådet (UHR) (uhr.se)

<https://uhr.se>

Industry: Government, Municipal & Public Sector



REPUTATION LEVEL

GOVERNMENT, MUNICIPAL & PUBLIC SECTOR

68.9 Avg Reputation

Based on 303 businesses audited.

HIGHER REPUTATION THAN AVERAGE

Universitets- och högskolerådet (UHR) has 18.1 points more reputation than the average for Government, Municipal & Public Sector.

EXPERT VERDICT

UHR is a rare example of a zero-fluff portal where substance is the primary design language. It eschews modern marketing 'synergy' in favor of raw utility and regulatory clarity. The score remains low because the site functions as a tool for citizens rather than a sales pitch.

[See how to improve >](#)

INFO DENSITY

Power-words vs. Substance ratio.

25

83% Reputation

The information density is exceptionally high, with a very low ratio of power words to substantive nouns. Headings like *Bedömning av utländsk utbildning* and *Statistik för antagning* are purely functional and lead directly to relevant data. The body text contains specific, measurable data such as 424,000 applicants and 2,200 terms in the dictionary, rather than generic promises of excellence. Only minor points were deducted for the brief use of vision-oriented language in the H2 *Var med och påverka Europas framtid*.

SEMANTIC COHERENCE

Homepage promise vs. Sub-page reality.

20

100% Reputation

There is zero detectable semantic drift between the homepage and the sub-pages. The homepage H2 headings promise specific services (Assessment, Statistics, EU Careers) which are immediately and thoroughly addressed on the corresponding sub-pages. For instance, the promise of assessment for those with foreign degrees is backed by a dedicated section detailing how the service is used by employers and students alike.

TRUST & PROOF

Verifiable evidence vs. Trust Theatre.

20

100% Reputation

DIAGNOSIS: TRUST THEATRE

No trust theatre was detected as the site does not use reviews or third-party badges to manufacture credibility. Instead, it relies on its status as a public agency, which is supported by `proof_links_count = 1` on key pages and the presence of official press contacts like Dani Backteg. The lack of `review_count` is appropriate for a government entity where 'customer satisfaction' is usually measured through official audits rather than star ratings.

EVIDENCE: PROOF DENSITY

Proof density is very high due to the abundance of verifiable administrative data. The site provides specific counts of academic terms (2,200), exact dates for future exam cycles, and mentions of specific international frameworks like ENIC-NARIC and Erasmus+. Vague assertions are non-existent; every claim is tied to a specific regulation, statistic, or service timeline.

COMMODITY FINGERPRINT

Detection of industry cliches/templates.

13

87% Reputation

The site avoids almost all typical industry cliches like citizen-centric services or digital transformation. While it uses some standard template elements like Nyheter and Kontakt, the content within these blocks is highly specific to the Swedish educational landscape. The English H2 Education, exchange, enrichment ? helping you take the next step is the only instance of a value-prop cliché, but it is immediately grounded in the agency's official mission.

IDENTITY & AUTHORITY

Expert verifiability & Schema depth.

9

60% Reputation

DIAGNOSIS: AUTHORITY GAPS

The primary authority gap is technical rather than substantive; the `schema_json` is null across all audited pages, which is a missed opportunity for a state authority to cement its identity via `Organization` or `GovernmentService` schema. While individual experts like the Press Officer are named, there is no `Person` schema to link them to their professional digital footprints. However, the authority is verified through the meta description and H1 tags explicitly stating the organization's status as a `statlig myndighet`.

EVIDENCE: PERFORMANCE VS. CLAIMS

There is no disconnect between claims and performance evidence. Claims of record-breaking interest (Rekordstort intresse) are immediately supported by specific figures (3.2 percent increase, 424,000 total applicants). The site demonstrates its performance through published calendars, such as the specific dates for the autumn 2026 Högskoleprovet, showing active operational transparency.

[See how to improve >](#)

INDUSTRY MATCH & SCORE SUMMARY

Government, Municipal & Public Sector Reputation: Universitets- och högskolerådet (UHR) (uhr.se)

Reputation: 87 / 100

INDUSTRY CLASSIFICATION

The site is a perfect match for the Government and Public Sector category. It functions as a regulatory and service-providing state authority, focusing on academic assessment, national statistics, and international educational cooperation.

"The score of 87 is driven almost entirely by minor technical gaps in the identity pillar and a few vision-based headings on the English site. The core pillars of Information Density and Trust and Proof scored near zero for BS, as the site provides high-specificity data and operates without deceptive trust signals. This is an exceptionally low-BS website that prioritizes substance over signal."

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://uhr.se> 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 24, 2026

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