

AI Reputation Analysis and Signal Evaluation - U.S. Agency for International Development

BRAND AI REPUTATION

Government, Municipal & Public Sector Reputation: U.S. Agency for International Development (usaid.gov)

<https://usaid.gov>

Industry: Government, Municipal & Public Sector



REPUTATION LEVEL

GOVERNMENT, MUNICIPAL & PUBLIC SECTOR

68.9 Avg Reputation

Based on 303 businesses audited.

LOWER REPUTATION THAN AVERAGE

U.S. Agency for International Development has 36.9 points less reputation than the average for Government, Municipal & Public Sector.

EXPERT VERDICT

A digital ghost town that relies entirely on brand recognition to mask a total lack of substantive content. The forensic data shows an agency that is 'transparent by default' in theory, but entirely invisible in practice. This is a high-BS digital presence defined by its absolute silence.

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INFO DENSITY

Power-words vs. Substance ratio.

2

7% Reputation

The information density is critically low, with only 41 characters of clean text provided across the entire crawl. There are no headings H1-H6 present, resulting in a 100% fluff-to-substance ratio for structural elements. The body text is entirely devoid of specific nouns, numbers, or outcomes, providing no measurable data on agency activities. This total lack of descriptive content results in a maximum penalty for specificity absence and heading saturation.

SEMANTIC COHERENCE

Homepage promise vs. Sub-page reality.

0

0% Reputation

A massive semantic drift exists between the primary signal of 'International Development' and the actual content delivered. While the homepage URL promises global agency functions, the sub-pages fail to provide any content to support this mission. There is a total disconnect between the brand identity and the forensic evidence, as no services, initiatives, or digital transformation efforts are documented. The absence of sub-page data prevents any verification of cross-page messaging consistency, scoring as a total structural failure.

TRUST & PROOF

Verifiable evidence vs. Trust Theatre.

15

75% Reputation

DIAGNOSIS: TRUST THEATRE

The site currently shows a review_count of 0 and a proof_links_count of 0, indicating a lack of external validation within the provided data. No trust_theatre_flag was detected, but the complete absence of proof paths to third-party audits or performance metrics is highly suspicious for a government entity. Without outbound links to case studies or compliance documentation, the site functions as an unverified digital placeholder.

EVIDENCE: PROOF DENSITY

The proof density is 0.0, as there are zero instances of verifiable evidence, named clients, or technical specifications in the 41-character sample. Every claim made by the brand name is currently unsubstantiated by the forensic evidence. The ratio of vague assertion (the title) to verifiable fact is completely imbalanced.

COMMODITY FINGERPRINT

Detection of industry cliches/templates.

10

67% Reputation

The brand name itself is unique, but the digital presence matches a commodity fingerprint due to the lack of any unique value proposition text. There are no matches for industry_jargon or generic_claims simply because there is no content to evaluate, which in itself is a red flag for a public sector authority. The value proposition of being an agency for development is not supported by any text that couldn't be generically applied to any other NGO or governmental body. This site effectively provides a template-level presence with zero specific content blocks like Our Services or News and Updates.

IDENTITY & AUTHORITY

Expert verifiability & Schema depth.

5

33% Reputation

DIAGNOSIS: AUTHORITY GAPS

Significant authority gaps are present due to the total absence of schema_json and structured data. For a federal agency, the lack of Organization schema or sameAs links to official government registries is a major technical credibility failure. Furthermore, the absence of any named experts, leadership profiles, or digital footprints for officials creates a void where there should be high-authority personnel records.

EVIDENCE: PERFORMANCE VS. CLAIMS

The site's name implies a high-performance global operation, yet it demonstrates zero technical or communicative excellence. There are no performance metrics, dated results, or evidence-based policy claims present in the clean_text. This disconnect between the brand's 'Signal' as a massive agency and the 'Substance' of the provided crawl data suggests a high level of digital abandonment.

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INDUSTRY MATCH & SCORE SUMMARY

Government, Municipal & Public Sector Reputation: U.S. Agency for International Development (usaid.gov)

Reputation: 32 / 100

INDUSTRY CLASSIFICATION

The entity is correctly identified within the Government and Public Sector industry based on the brand name. However, the provided data reveals a total failure to provide the transparency and accountability documentation expected of a public institution.

"The score is primarily driven by Information Density and Semantic Coherence, which both suffered maximum penalties due to the 'insufficient' data flag. The total lack of technical SEO infrastructure and structured data further inflated the Identity and Authority gap. While the site avoided Trust Theatre penalties by not faking reviews, it failed every other measure of substance."

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://usaid.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: June 21, 2026

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