

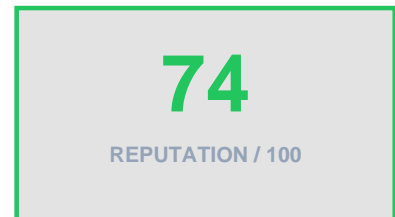
AI Reputation Analysis and Signal Evaluation - Folkehelseinstituttet (FHI)

BRAND AI REPUTATION

Government, Municipal & Public Sector
Reputation: Folkehelseinstituttet (FHI)
(www.utbrudd.no)

<https://www.utbrudd.no>

Industry: Government, Municipal & Public Sector



REPUTATION LEVEL

GOVERNMENT, MUNICIPAL & PUBLIC SECTOR

68.9 Avg Reputation

Based on 303 businesses audited.

HIGHER REPUTATION THAN AVERAGE

Folkehelseinstituttet (FHI) has 5.1 points more reputation than the average for Government, Municipal & Public Sector.

EXPERT VERDICT

This site is a 'Straight Talker' in a state of technical decay. It contains virtually zero rhetorical bullshit but suffers from a 100% failure rate in sub-page delivery, making its honesty currently useless to the citizen. It is a government vault that has lost its keys.

[See how to improve >](#)

INFO DENSITY

Power-words vs. Substance ratio.

28

93% Reputation

The homepage demonstrates exceptional information density with a zero percent fluff-to-substance ratio in headings. Specific nouns and technical protocols like 'Meldingssystem for smittsomme sykdommer' replace standard marketing power words. However, substance is entirely absent on 5 out of 6 probed pages due to total technical failure (404 errors), which artificially suppresses the overall density of the site's digital footprint.

SEMANTIC COHERENCE

Homepage promise vs. Sub-page reality.

8

40% Reputation

There is a massive functional drift between the homepage's promise of 'Everything about notification and clarification of outbreaks' and the sub-pages' delivery. While the H1 signal is authoritative, the secondary intent paths such as 'How to notify' and 'Organization' collapse into 404 error messages. This creates a disconnect where the 'Signal' is professional but the 'Substance' is inaccessible, leading to a high drift score for structural failure.

TRUST & PROOF

Verifiable evidence vs. Trust Theatre.

19

95% Reputation

DIAGNOSIS: TRUST THEATRE

The site avoids all typical trust theatre patterns; no review_count is present, and no unverified social proof is displayed. The presence of direct emergency contact numbers (21 07 63 48) and specific organizational emails provides immediate, verifiable utility. The only 'theatre' is the institutional brand of FHI itself, which is supported by correct JSON-LD schema identification.

EVIDENCE: PROOF DENSITY

The proof density is high on the homepage, featuring specific phone numbers, physical addresses, and links to external technical handbooks (Smittevernhandboka). The ratio of verifiable instructions to vague assertions is excellent. However, the 'proof paths' for sub-page content are physically broken, preventing the verification of more granular service claims.

COMMODITY FINGERPRINT

Detection of industry cliches/templates.

11

73% Reputation

The site's language is the antithesis of industry cliches; it avoids phrases like 'inclusive governance' or 'smart city' in favor of 'Smitte fra mat, vann og dyr'. Boilerplate language is only detected in the 404 error pages ('Denne siden er ikke helt frisk'), which use a standard template. The value proposition is entirely unique to the Norwegian public health mandate and could not be copy-pasted by a commercial competitor.

IDENTITY & AUTHORITY

Expert verifiability & Schema depth.

8

53% Reputation

DIAGNOSIS: AUTHORITY GAPS

Authority is technically established through the schema_json identifying Folkehelseinstituttet, but a significant technical credibility gap exists. Claiming to be the central point for 'varsling' (alerting) while serving broken links for the notification protocols ('Vesuv-CIM') undermines the agency's perceived technical competence. No named experts are linked via Person schema, relying instead on the faceless authority of the institute.

EVIDENCE: PERFORMANCE VS. CLAIMS

The site makes almost no marketing-style performance claims, focusing instead on functional instructions. The only 'disconnect' is the claim of being a resource for outbreak clarification when the majority of the sub-pages for those resources are currently offline. The marketing tone is appropriately neutral for a government entity, but the operational demonstration is currently failing.

See how to improve >

INDUSTRY MATCH & SCORE SUMMARY

Government, Municipal & Public Sector Reputation: Folkehelseinstituttet (FHI) (www.utbrudd.no)

Reputation: 74 / 100

INDUSTRY CLASSIFICATION

The content perfectly aligns with the Government and Public Sector category, specifically focusing on national public health administration. The use of specific terminology like 'MSIS', 'Vesuv-CIM', and 'Utbruddshåndboka' confirms a high-fidelity match for a state-level health authority.

"The score of 74 reflects a site with extremely low rhetorical BS but high technical failure. The Information Density and Trust pillars scored very well due to the lack of fluff and fake reviews. The score was pulled upward by the Semantic Coherence pillar (12/20) and Authority pillar (7/15) because the broken links create a functional void that contradicts the homepage's authoritative 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://www.utbrudd.no> 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 19, 2026

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