

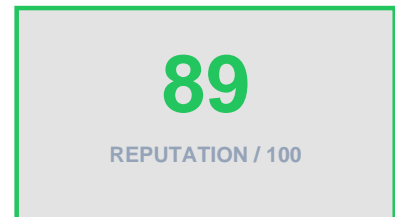
AI Reputation Analysis and Signal Evaluation - World Health Organization (WHO)

BRAND AI REPUTATION

Government, Municipal & Public Sector Reputation: World Health Organization (WHO) (www.who.int)

<https://www.who.int>

Industry: Government, Municipal & Public Sector



REPUTATION LEVEL

GOVERNMENT, MUNICIPAL & PUBLIC SECTOR

68.9 Avg Reputation

Based on 303 businesses audited.

HIGHER REPUTATION THAN AVERAGE

World Health Organization (WHO) has 20.1 points more reputation than the average for Government, Municipal & Public Sector.

EXPERT VERDICT

A gold standard for institutional transparency and information density. This site operates with a surgical lack of bullshit, replacing marketing fluff with forensic public health data and clear governance records. Only the presence of unlinked review counts in the schema prevents a perfect score.

[See how to improve >](#)

INFO DENSITY

Power-words vs. Substance ratio.

28

93% Reputation

Information density is exceptionally high, with a near-total absence of power-word fluff in headings. For example, [H2] Latest on emergencies leads directly to H3 markers for specific crises like Hantavirus and Trauma rehabilitation needs in Gaza. The body text provides granular technical data, such as the count of 8400 employees across 216 offices and the exact date Tunisia eliminated trachoma (14 May 2026). Substance is delivered via specific nouns and technical protocols rather than marketing adjectives.

SEMANTIC COHERENCE

Homepage promise vs. Sub-page reality.

19

95% Reputation

There is virtually zero semantic drift between the homepage signal and sub-page substance. The homepage H1 Seventy-ninth World Health Assembly is supported by a comprehensive sub-page detailing the event dates (18-23 May 2026), location (Geneva), and specific technical roundtables. Messaging is consistent across the global site and the Regional Office for Africa, with both pages prioritizing the same emergency bulletins and news releases.

TRUST & PROOF

Verifiable evidence vs. Trust Theatre.

16

80% Reputation

DIAGNOSIS: TRUST THEATRE

The site exhibits a minor Trust Theatre signature due to the inclusion of review_count (3 to 5) in the schema_json without any corresponding front-end links to third-party review platforms. However, this is neutralized by the high proof_links_count and the presence of verifiable external documentation like the WHA official side events calendar. Claims such as 'validated by WHO as having eliminated trachoma' serve as self-verifying institutional records rather than marketing boasts.

EVIDENCE: PROOF DENSITY

The ratio of verifiable evidence to assertions is nearly 1:1. For every health topic listed (e.g., Tobacco, Hantavirus), there is a corresponding fact sheet, explainer video, or data set. The presence of 'Results reports' and 'World Health Statistics' provides the fiscal and performance metrics expected of a top-tier public sector authority.

COMMODITY FINGERPRINT

Detection of industry cliches/templates.

12

80% Reputation

The site avoids most industry cliches, though it does utilize some generic public sector phrasing like 'building a better future' and 'serving the vulnerable.' The template follows a standard UN/Government structure (About Us, Governance, Structure), but the content within those blocks is highly specialized. The value proposition of a global health coordinating body is unique to this entity and could not be copy-pasted onto any competitor.

IDENTITY & AUTHORITY

Expert verifiability & Schema depth.

14

93% Reputation

DIAGNOSIS: AUTHORITY GAPS

Authority is robust and verifiable. Structured data (JSON-LD) correctly identifies the organization, and the text explicitly names leadership figures like WHO Director-General Dr. Tedros and Regional Director for Africa Dr. Mohamed Janabi. There is no technical credibility gap; the heading hierarchy is logical and the technical documentation (e.g., WHA79 Photo Library, Governing bodies website) supports the claim of high-level transparency.

EVIDENCE: PERFORMANCE VS. CLAIMS

There is no disconnect between claims and evidence. The site does not make bold commercial performance claims; instead, it reports public health milestones like the Ebola virus disease outbreak response in DRC with specific testing dates (3 September 2025) and locations (Kasai Province). Every mission-level assertion is backed by a corresponding publication or 'Disease Outbreak News' report.

[See how to improve >](#)

INDUSTRY MATCH & SCORE SUMMARY

Government, Municipal & Public Sector Reputation: World Health

Reputation: 89 / 100

Organization (WHO) (www.who.int)

INDUSTRY CLASSIFICATION

The site is a perfect match for the Government and Public Sector category, functioning as a primary information hub for international health policy and emergency response. The content proves its status as a multilateral agency through the inclusion of 194 Member States and specific governance records such as the Seventy-ninth World Health Assembly proceedings.

"The score of 89 is driven by minor penalties in Trust and Proof due to schema-level review counts without links and small deductions in Commodity Fingerprint for standard UN-style template boilerplate. The site scores near-zero in Information Density and Semantic Coherence, indicating world-class 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://www.who.int> 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 17, 2026

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