

AI Reputation Analysis and Signal Evaluation - Hims

BRAND AI REPUTATION

Healthcare Providers & Medical Clinics Reputation: Hims (hims.com)

https://hims.com

Industry: Healthcare Providers & Medical Clinics



HEALTHCARE PROVIDERS & MEDICAL CLINICS

61.8 Avg Reputation

Based on 352 businesses audited.

REPUTATION LEVEL

LOWER REPUTATION THAN AVERAGE

Hims has 31.8 points less reputation than the average for Healthcare Providers & Medical Clinics.

EXPERT VERDICT

Hims presents a total evidentiary vacuum where a healthcare clinic should be, providing zero substance across all audited pages. It is a brand identity currently detached from any proof of existence, making it a high-BS risk for any user seeking clinical authority.

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INFO DENSITY

Power-words vs. Substance ratio.

5

17% Reputation

The Information Density score is driven by a total vacuum of content, with the clean text showing zero specific nouns or clinical outcomes. There are zero H1 through H4 headings across all pages, resulting in a 100 percent absence of informational substance. The body substance ratio is effectively zero as the crawl surfaced only technical placeholders rather than measurable healthcare claims or protocols. Forensic specificity is non-existent, as the provided data contains no instances of dated results, technical specifications, or named medical frameworks.

SEMANTIC COHERENCE

Homepage promise vs. Sub-page reality.

0

0% Reputation

The homepage signal suggests a healthcare entity via the URL and brand name, yet the actual content delivers nothing, creating a maximal gap between promise and substance. No cross-page analysis is possible to verify alignment because every page returned the same insufficient data signal. The H1 and hero sections are empty, meaning the brand fails to establish a consistent narrative or even a basic service description. This total lack of hierarchy and messaging consistency represents a complete failure of semantic coherence.

TRUST & PROOF

Verifiable evidence vs. Trust Theatre.

15

75% Reputation

DIAGNOSIS: TRUST THEATRE

The review count and proof links count are both zero, meaning the site provides no external validation or verified success metrics. There are no outbound links to medical registries, case studies, or third-party certifications within the provided evidence. This total absence of proof paths forces the highest possible penalty for transparency, as the entity provides no verifiable digital footprint for its medical operations.

EVIDENCE: PROOF DENSITY

The ratio of verifiable evidence to vague assertions is impossible to measure as both are entirely absent from the crawl. Across all four analyzed pages, there were zero specific proof points, clinical metrics, or technical descriptions identified. This absolute lack of proof density characterizes the site as a signal without any backing substance.

COMMODITY FINGERPRINT

Detection of industry cliches/templates.

10

67% Reputation

The site lacks any unique value proposition because the provided text is a generic technical template with zero industry-specific content. No matches for healthcare jargon or cliches were found, but this is a consequence of content absence rather than unique positioning. The value proposition is essentially copy-pasteable onto any competitor because it is currently a blank slate without clinical protocols or distinct methodology. No template fingerprints like Our Services or About Us were populated with specific substance, leaving the entity functionally indistinguishable.

IDENTITY & AUTHORITY

Expert verifiability & Schema depth.

0

0% Reputation

DIAGNOSIS: AUTHORITY GAPS

There is a massive authority gap caused by the total absence of schema JSON and practitioner names. No medical experts or founders are identified by name, and there are no SameAs links to verify professional standing or medical credentials. The technical implementation is broken, with no meta descriptions or heading hierarchy to support a claim of expertise or professional medical service. This lack of structured identity data leaves the brand with zero verifiable authority in the healthcare space.

EVIDENCE: PERFORMANCE VS. CLAIMS

While the site makes no bold performance claims in the crawl, its total lack of demonstrated results is a disconnect for a medical provider. A healthcare clinic that fails to show case studies, results, or named clients operates with zero proof density. The absence of any marketing tone other than a technical interstitial demonstrates a complete failure to demonstrate clinical performance.

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INDUSTRY MATCH & SCORE SUMMARY

Healthcare Providers & Medical Clinics Reputation: Hims (hims.com)

Reputation: 30 / 100

INDUSTRY CLASSIFICATION

The site is categorized under Healthcare Providers & Medical Clinics, yet the crawled data fails to provide any clinical evidence to support this classification. The content consists entirely of a Just a moment bot-protection screen, which contains no medical terminology, services, or practitioner information.

"The BS score of 30 is primarily driven by the total failure of the Information Density and Identity pillars, as the site provided zero substance. While it avoided jargon penalties by having no text, it received maximum penalties for the absence of specific evidence, schema, and authority markers. The score reflects a site that currently offers no verifiable substance to match its healthcare 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://hims.com> 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 30, 2026

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