

# AI Reputation Analysis and Signal Evaluation - ifm

## BRAND AI REPUTATION

### Industrial, Manufacturing & Engineering Reputation: ifm (ifm.com)

https://ifm.com

Industry: Industrial, Manufacturing & Engineering



## INDUSTRIAL, MANUFACTURING & ENGINEERING

### 60.6 Avg Reputation

Based on 2033 businesses audited.

REPUTATION LEVEL

#### HIGHER REPUTATION THAN AVERAGE

ifm has 17.4 points more reputation than the average for Industrial, Manufacturing & Engineering.

## EXPERT VERDICT

This is a high-substance technical site that treats the visitor as a professional engineer rather than a marketing lead. It successfully anchors its innovation claims to specific hardware and software tools, resulting in a very low BS score. The German engineering signal is backed by a massive, consistent global footprint.

[See how to improve >](#)

### INFO DENSITY

Power-words vs. Substance ratio.

24

80% Reputation

The site maintains high substance-to-fluff ratios. While it uses some power words like revolutionary or game changer in H3 tags, they are immediately anchored to specific products like the SM Foodmag flow meter or the JBC dynamic inclination sensor. Specific technical specifications such as Flush G1/2 pressure sensor and multiprotocol-capable IO-Link master provide high density for a professional audience.

### SEMANTIC COHERENCE

Homepage promise vs. Sub-page reality.

20

100% Reputation

There is virtually zero semantic drift. The homepage H1 Welcome to the world of automation technology - made in Germany is directly supported by regional sub-pages that showcase a deep catalog of sensors and software solutions. The positioning of ifm as an automation specialist is consistent across the German, Croatian, and Danish page variants.

## TRUST & PROOF

Verifiable evidence vs. Trust Theatre.

14

70% Reputation

### DIAGNOSIS: TRUST THEATRE

Trust theatre is low because the company relies on tangible service commitments rather than vague social proof. The prominent 5 Years warranty and 6 weeks return policy are high-substance trust signals. However, the mention of Success stories of our customers lacks specific client names or linked data within the crawl text, keeping this score from being zero.

### EVIDENCE: PROOF DENSITY

Evidence is primarily hardware-based. The ratio of verifiable technical assertions (e.g., IO-Link integration, T-slot cylinder sensors) to vague assertions is high. The primary missing proof element is the lack of specific certification numbers (like ISO numbers) in the meta-data or clean text segments.

## COMMODITY FINGERPRINT

Detection of industry cliches/templates.

9

60% Reputation

The site does fall into some industry cliché traps, particularly the heavy use of Industry 4.0, innovation, and sustainability. The Orange Book and Solution Builder sections help differentiate the brand, but the core value propositions like quality you can depend on are standard manufacturing boilerplate.

## IDENTITY & AUTHORITY

Expert verifiability & Schema depth.

11

73% Reputation

### DIAGNOSIS: AUTHORITY GAPS

The authority is derived from the product catalog rather than named experts. While the brand mentions being an SAP Silver Partner, there is a lack of Person schema or sameAs links for the leadership team. The technical implementation is professional, but the schema.org data is limited to WebSite type rather than more granular Organization or Product schemas in the provided crawl.

### EVIDENCE: PERFORMANCE VS. CLAIMS

There is a strong connection between performance claims and demonstrations. Claims of precision are backed by references to sensors measuring in the um range and robust measuring cells. The disconnect is minimal, as most marketing adjectives are paired with technical deliverables.

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## INDUSTRY MATCH & SCORE SUMMARY

Industrial, Manufacturing & Engineering Reputation: ifm (ifm.com)

Reputation: 78 / 100

### INDUSTRY CLASSIFICATION

The site perfectly matches the Industrial, Manufacturing & Engineering category, specifically focusing on automation technology. The content heavily features technical terminology consistent with Industry 4.0, such as IO-Link communication, sensor networking, and control systems.

*"The score of 78 is driven primarily by industry clichés (Industry 4.0, sustainability) and a lack of specific*

*external proof links for their market leader claims. The site excels in information density and semantic coherence, avoiding the typical drift found in smaller manufacturing firms. Trust and Proof scores were slightly elevated due to the review\_count of 1 without a corresponding verification link in the crawl."*

#### **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://ifm.com> to view the most current version of its content and see directly what this company is about and what it offers.

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Verified Analysis Date: May 30, 2026

**(c) 1EuroSEO Independent Evaluator - Non-Sponsored Result**