

AI Reputation Analysis and Signal Evaluation - Mitsubishi Heavy Industries, Ltd.

BRAND AI REPUTATION

Industrial, Manufacturing & Engineering
Reputation: Mitsubishi Heavy Industries, Ltd.
(mhi.com)

<https://mhi.com>

Industry: Industrial, Manufacturing & Engineering



REPUTATION LEVEL

INDUSTRIAL, MANUFACTURING & ENGINEERING

60.6 Avg Reputation

Based on 2033 businesses audited.

HIGHER REPUTATION THAN AVERAGE

Mitsubishi Heavy Industries, Ltd. has 17.4 points more reputation than the average for Industrial, Manufacturing & Engineering.

EXPERT VERDICT

MHI is a rare example of an industrial giant whose digital presence matches its physical scale. The site functions as a live ledger of engineering output rather than a static marketing brochure. It is a benchmark for substance over signal in the manufacturing sector.

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INFO DENSITY

Power-words vs. Substance ratio.

25

83% Reputation

Information density is exceptionally high, particularly in the NEWS and SPECTRA sections. While the homepage uses some power words like innovative and cutting-edge, the body text immediately grounds these claims with specific nouns and data points, such as the 1.7 GW Turbine Supply Framework Agreement with Fervo Energy. The ratio of marketing fluff to technical specifications is low, with the site favoring project-specific reporting over vague engineering excellence claims.

SEMANTIC COHERENCE

Homepage promise vs. Sub-page reality.

18

90% Reputation

There is virtually no semantic drift between the homepage promises and sub-page reality. The homepage H2 FROM THE OCEAN TO OUTER SPACE is backed by specific sub-page evidence of frigate production for the Australian Government and AI-based object detectors for space-grade MPUs. The transition from high-level brand messaging to granular project outcomes is seamless and consistently supported across the news archives.

TRUST & PROOF

Verifiable evidence vs. Trust Theatre.

20

100% Reputation

DIAGNOSIS: TRUST THEATRE

The site avoids traditional trust theatre like unverified star ratings or generic client logos. Instead, it utilizes verifiable proof paths such as Approval in Principle (AiP) from ClassNK and verification reports from JESC. While the review_count of 13 and 11 on various pages is noted, the presence of specific project identifiers and third-party verification reports renders the risk of trust theatre negligible.

EVIDENCE: PROOF DENSITY

The proof density is high, with a verified proof_links_count consistent across news pages and dozens of specific project names. The ratio of unsubstantiated claims to verifiable facts is low; for every high-level goal stated (e.g., Sustainability), there are specific initiatives listed like the NEDO GENIAC-PRIZE Program. Temporal relevance is perfect, with news updates occurring within three days of the audit date.

COMMODITY FINGERPRINT

Detection of industry cliches/templates.

10

67% Reputation

MHI avoids the standard industry template trap by providing highly specific content that could not be copy-pasted onto a competitor's site. While some generic value proposition cliches like MOVE THE WORLD FORWARD are present, they are overshadowed by unique project news such as the DASSAI MOON Project for sake brewing in space. The Careers page is somewhat standard but remains functional and grounded in the group's 130-year history.

IDENTITY & AUTHORITY

Expert verifiability & Schema depth.

8

53% Reputation

DIAGNOSIS: AUTHORITY GAPS

Authority is established through the naming of specific executives, such as President Eisaku Ito and CEO Koji Sakatani, and the mention of specific subsidiary acquisitions. The primary gap is technical; the lack of structured JSON-LD schema in the crawl suggests a missed opportunity to programmatically define their massive organizational hierarchy. However, the depth of technical news releases provides a significant analog footprint of authority.

EVIDENCE: PERFORMANCE VS. CLAIMS

Performance claims are backed by documented industrial outcomes rather than marketing assertions. For instance, the claim of realizing a carbon-neutral world is supported by the specific transfer of onshore wind power businesses and the development of CO2 capture systems in Texas. The disconnect between what is claimed and what is proven is one of the lowest in this industry category.

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INDUSTRY MATCH & SCORE SUMMARY

Industrial, Manufacturing & Engineering Reputation: Mitsubishi Heavy Industries, Ltd. (mhi.com)

Reputation: 78 / 100

INDUSTRY CLASSIFICATION

The site content perfectly aligns with the Industrial, Manufacturing & Engineering category. It provides forensic-level detail on complex industrial topics such as 5-Strand Bloom Casters, fluidized bed-type gasification, and methane oxidation catalyst systems.

"The score of 78 is driven primarily by the lack of structured data (Schema) and the minor use of industry-standard power words on the homepage. Information density and semantic coherence scores are near-perfect due to the extreme specificity of the news and project data. The recency of the data (May 2026) strongly validates the legitimacy of the claims."

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://mhi.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 24, 2026

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