AI Reputation Analysis and Signal Evaluation - ROHM Semiconductor

BRAND AI REPUTATION

Industrial, Manufacturing & Engineering Reputation: ROHM Semiconductor (rohm.com)

https://rohm.com

Industry: Industrial, Manufacturing & Engineering

87

REPUTATION / 100

B

REPUTATION LEVEL

INDUSTRIAL, MANUFACTURING & ENGINEERING

60.6 Avg Reputation

Based on 2033 businesses audited.

HIGHER REPUTATION THAN AVERAGE

ROHM Semiconductor has 26.4 points more reputation than the average for Industrial, Manufacturing & Engineering.

EXPERT VERDICT

This is a benchmark for low-bullshit engineering websites. It prioritizes parametric data and technical utility over marketing adjectives, treating the user as a peer professional rather than a sales lead. The only trace of fluff is in the 'Stories of Manufacturing' section, which is negligible compared to the technical substance provided.

See how to improve >

INFO DENSITY

Power-words vs. Substance ratio.

26

87% Reputation

The information density is exceptionally high, dominated by technical nouns and specifications. Headings like [H3] Power and Analog Technology and [H3] ROHM PLECS Simulator avoid fluff by leading directly to functional engineering tools. Body text provides granular specs such as GBW >= 5MHz and Equivalent Input Noise Voltage <= 20nV/rtHz, which is the antithesis of marketing bullshit. The ratio of generic 'innovation' claims to specific part series (e.g., AG16xFNxx) is heavily skewed toward substance.

SEMANTIC COHERENCE

Homepage promise vs. Sub-page reality.

19

95% Reputation

There is virtually zero semantic drift between the homepage promises and the sub-page evidence. The homepage highlights high-precision simulators and SiC MOSFETs, and the Operational Amplifiers page delivers an exhaustive parametric search tool for those specific components. The identity of a global manufacturer is maintained across all four pages with no shift in target audience or value proposition.

TRUST & PROOF

Verifiable evidence vs. Trust Theatre.

16

80% Reputation

DIAGNOSIS: TRUST THEATRE

The site displays a review_count of 46 on the homepage and 6 on product pages, but the proof_links_count is only 1, suggesting that customer ratings are hosted internally rather than linked to a third-party validator like Trustpilot. While the technical claims are substantiated by SPICE and IBIS models, the social proof lacks external verification links. This constitutes a minor trust theatre flag, though largely mitigated by the presence of detailed technical documentation.

EVIDENCE: PROOF DENSITY

Proof density is high due to the sheer volume of technical specifications and dated news entries (e.g., June 17, 2026). The site provides multiple 'proof paths' including SPICE models, User Guides, and Thermal models. Every major product highlight is backed by a specific launch date and part series number, rather than vague assertions of quality.

COMMODITY FINGERPRINT

Detection of industry cliches/templates.

12

80% Reputation

ROHM avoids most commodity manufacturing clichés by focusing on proprietary technology brands like NanoCap and LAPIS TECHNOLOGY. While there is a standard [H3] Stories of Manufacturing section that uses some emotional branding, it is secondary to the parametric search and simulation resources. The value proposition is clearly differentiated through the provision of free high-precision design tools like the PLECS Simulator, which a generic job-shop could not replicate.

IDENTITY & AUTHORITY

Expert verifiability & Schema depth.

14

93% Reputation

DIAGNOSIS: AUTHORITY GAPS

Authority is exceptionally well-documented via JSON-LD schema, which includes a global support network, specific Kyoto headquarters address, and sameAs links to Wikipedia and LinkedIn. The site references professional bodies and major events like PCIM Europe 2026 and APEC 2026, anchoring it in the real-world engineering community. There are no significant authority gaps; the technical implementation matches the claims of global leadership.

EVIDENCE: PERFORMANCE VS. CLAIMS

There is no disconnect between marketing tone and demonstrated capability. The site claims to contribute to energy savings and proves it with news entries about 'Top-Side Cooling Packages' and 'NanoCap' technology designed to reduce output capacitors. Performance claims are technical and linked to downloadable simulation models, providing immediate verification for the engineer user.

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INDUSTRY MATCH & SCORE SUMMARY

Industrial, Manufacturing & Engineering Reputation: ROHM Semiconductor (rohm.com)

Reputation: 87 / 100

INDUSTRY CLASSIFICATION

The site is a perfect match for the Industrial, Manufacturing & Engineering category, specifically electronic components. The content is heavily focused on MOSFETs, SiC power technology, and analog ICs, which aligns with the technical nature of semiconductor manufacturing.

"The score of 87 reflects a very high substance-to-signal ratio. The points lost are primarily due to the trust theatre of unverified reviews and a few boilerplate template sections like 'Stories of Manufacturing'. Technical specificity across all pages is the primary BS-reducer."

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://rohm.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: June 19, 2026