

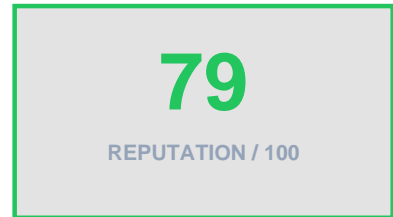
AI Reputation Analysis and Signal Evaluation - Sun Hydraulics

BRAND AI REPUTATION

Industrial, Manufacturing & Engineering Reputation: Sun Hydraulics (sunhydraulics.com)

<https://sunhydraulics.com>

Industry: Industrial, Manufacturing & Engineering



REPUTATION LEVEL

INDUSTRIAL, MANUFACTURING & ENGINEERING

60.6 Avg Reputation

Based on 2033 businesses audited.

HIGHER REPUTATION THAN AVERAGE

Sun Hydraulics has 18.4 points more reputation than the average for Industrial, Manufacturing & Engineering.

EXPERT VERDICT

Sun Hydraulics is an outlier in the manufacturing space, delivering a high-substance, low-fluff digital presence that treats the visitor like an engineer rather than a lead. While the technical SEO and schema implementation are severely neglected, the content itself is deeply rooted in 55 years of physical product evidence. This is a rare example of a site where the lack of marketing 'polish' actually increases its perceived industrial credibility.

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INFO DENSITY

Power-words vs. Substance ratio.

26

87% Reputation

The site exhibits high information density with a low ratio of fluff to substance. Headings such as 'Cartridge-Style Flow Meter QMEH' and '0-Series Counterbalance Valves' prioritize technical nouns over power words. Body text contains specific metrics like 'designs in as little as ten minutes' for QuickDesign? and mentions specific pressure ratings such as '3000-psi (210-bar)'. While it uses some generic phrases like 'the quality you trust,' these are usually secondary to technical specifications.

SEMANTIC COHERENCE

Homepage promise vs. Sub-page reality.

20

100% Reputation

There is zero detectable semantic drift between the homepage signal and sub-page delivery. The homepage promises 'High-performance screw-in hydraulic cartridge valves,' and the Highlights sub-page provides a granular, chronological archive of exactly those products, spanning several years of development. The 'About' page successfully bridges the brand's identity as a legacy 1970s company with its current status as a subsidiary of the publicly traded Helios Technologies (NYSE: HLIO).

TRUST & PROOF

Verifiable evidence vs. Trust Theatre.

15

75% Reputation

DIAGNOSIS: TRUST THEATRE

The site avoids common trust theatre traps like unverified testimonial sliders, as evidenced by the 0 review_count and 0 trust_theatre_flag. However, it lacks external proof paths to certifications; while it claims high quality and performance, there are no direct links to ISO 9001 or AS9100 certificates on the analyzed pages. The most significant proof point is the mention of its parent company's NYSE ticker, which provides institutional credibility but requires external verification.

EVIDENCE: PROOF DENSITY

The proof density is high regarding product existence and historical longevity but low regarding third-party verification. The Highlights page contains over 50 specific product news entries with dates, providing a massive volume of internal evidence. The lack of specific tolerance ranges (e.g., +/- 0.001mm) or linked material certifications prevents a perfect score in this area.

COMMODITY FINGERPRINT

Detection of industry cliches/templates.

10

67% Reputation

The site matches several industry clichés such as 'quality you can depend on' and 'leading designer,' earning a moderate score in this pillar. Its value proposition is somewhat commoditized except for the 'QuickDesign' software and 'eSense' technology which provide clear differentiation. The 'About' and 'Contact' sections follow standard industrial templates, though the content within them is specifically tailored to their distributor-led business model.

IDENTITY & AUTHORITY

Expert verifiability & Schema depth.

8

53% Reputation

DIAGNOSIS: AUTHORITY GAPS

A significant authority gap exists due to the total absence of structured data (schema_json is null), which is unexpected for a high-tech manufacturing entity. While the 'About' page mentions the founder via the 'Robert E. Koski Center,' there is no Person schema or direct team digital footprint provided in the crawl. The technical implementation of the site lacks the modern metadata precision that its engineering claims would suggest.

EVIDENCE: PERFORMANCE VS. CLAIMS

The disconnect is minimal; claims of being a 'leading' manufacturer are supported by a founding date of 1970 and a public company history. The performance claim of 'designs in ten minutes' for QuickDesign? is a bold assertion, but it is presented as a specific tool capability rather than a vague marketing promise. The news archive shows a consistent 20-year history of product releases, which substantiates the claim of manufacturing expertise.

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INDUSTRY MATCH & SCORE SUMMARY

**Industrial, Manufacturing & Engineering Reputation: Sun Hydraulics
(sunhydraulics.com)**

Reputation: 79 / 100

INDUSTRY CLASSIFICATION

The site perfectly aligns with the Industrial, Manufacturing & Engineering category, specifically focusing on fluid power systems and precision hydraulic components. The technical depth of the product news, mentioning specific valve types like poppet valves and pressure transducers, confirms high industry relevance.

"The score of 79 is driven primarily by technical authority gaps (Pillar 5) and the absence of specific industry certification numbers (Pillar 3). The site scored exceptionally well in Information Density and Semantic Coherence, showing almost no fluff or messaging drift. The proximity of the latest 'Highlight' (April 2026) to the analysis date (June 2026) confirms the site is actively maintained and highly current."

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://sunhydraulics.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

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