

AI Reputation Analysis and Signal Evaluation - CenturyLink

BRAND AI REPUTATION

IT Services, Hosting & Managed Services Reputation: CenturyLink (centurylink.com)

https://centurylink.com

Industry: IT Services, Hosting & Managed Services

33

REPUTATION / 100

B

IT SERVICES, HOSTING & MANAGED SERVICES

54.4 Avg Reputation

Based on 786 businesses audited.

REPUTATION LEVEL

LOWER REPUTATION THAN AVERAGE

CenturyLink has 21.4 points less reputation than the average for IT Services, Hosting & Managed Services.

EXPERT VERDICT

CenturyLink is a masterclass in 'Legalized BS,' where marketing signals are systematically neutralized by an overwhelming volume of fine-print hedging. The site offers a commodity utility while masquerading as a high-performance technology partner, using review counts without external verification to manufacture trust. It is a sterile, corporate environment where substance is replaced by liability limitation.

[See how to improve >](#)

INFO DENSITY

Power-words vs. Substance ratio.

15

50% Reputation

Heading fluff is high, with H1s and H2s like We've got your need for speed and Reliable, secure high-speed internet relying on power words without technical qualifiers. The body substance ratio is skewed toward legal hedging rather than technical delivery; for instance, the 99.9% reliable claim is immediately asterisked to define it simply as network uptime or availability. Concept repetition is extreme, with the Simply Unlimited and Fiber Internet marketing blocks appearing multiple times on the homepage with identical phrasing. Specificity is limited to pricing (55/MO) and 'up to' speed maximums (940 Mbps), with zero mention of actual average speeds or equipment specs in the primary text.

SEMANTIC COHERENCE

Homepage promise vs. Sub-page reality.

9

45% Reputation

The homepage H1 promises a solution for the need for speed, but the Internet Subscriber Agreement (Sub-page 3) explicitly states CenturyLink does not guarantee Service and that actual throughput depends on factors outside CenturyLink's control. There is significant drift between the marketing 'Unlimited data' signal and the legal reality where the AUP (Acceptable Use Policy) and network management practices allow for speed limiting. The site presents a 'Premium WiFi' signal on the homepage, but sub-pages reveal this is merely leased equipment (up to 17/mo) with no defined performance metrics that justify the 'Premium' label.

TRUST & PROOF

Verifiable evidence vs. Trust Theatre.

20

100% Reputation

DIAGNOSIS: TRUST THEATRE

Trust theatre is present as review_count is logged for every page (ranging from 2 to 9), yet proof_links_count is 0 for almost all instances, meaning these reviews are displayed without third-party verification or clickable sources. The 99.9% reliable network claim is a standard industry trope used without a link to a live status page or historical SLA performance data. The trust_theatre_flag is true on legal resource pages, attempting to lend an aura of authority to documents that are essentially collections of liability limitations.

EVIDENCE: PROOF DENSITY

The ratio of verifiable proof to assertions is low. Across 15,000 characters of text, the only verifiable 'proof' points are the monthly prices and the existence of a facility relocation fee. There are no named client case studies, no third-party speed certifications (e.g., Ookla or Netflix Speed Index links), and no technical documentation beyond legal disclaimers. The proof_links_count of 0 on three out of four pages confirms a closed-loop system of self-assertion.

COMMODITY FINGERPRINT

Detection of industry cliches/templates.

3

20% Reputation

The site heavily utilizes industry clichés such as 'stay connected,' 'TV made easy,' and 'the speed you need,' which are entirely interchangeable with any major ISP competitor. The value proposition lacks uniqueness; the 'No annual contract' and 'Unlimited data' claims are response-based commodity features rather than differentiated business values. Template fingerprints like 'Why Choose Fiber' and 'Support Topics' contain only generic service descriptions that could be copy-pasted onto a competitor's site without losing meaning.

IDENTITY & AUTHORITY

Expert verifiability & Schema depth.

3

20% Reputation

DIAGNOSIS: AUTHORITY GAPS

The site completely lacks schema_json (null across all pages), which is a significant technical credibility gap for a company in the IT and connectivity space. There is no expert digital footprint; no network architects, leadership members, or technical experts are named, leaving the 'Authority' to rest solely on a corporate tradename. The technical implementation is basic, with repetitive heading structures and a lack of Organization or Service schema to define its corporate hierarchy or service areas.

EVIDENCE: PERFORMANCE VS. CLAIMS

The bold claim of being '99.9% reliable' is disconnected from the reality described in the Internet Service Disclosure, which warns that service may be interrupted or unsuitable even after initial testing. Marketing text highlights 'Fiber Gigabit' speeds, but the fine print admits that 'alternative technologies' (non-fiber) may be used for the final connection, potentially compromising the advertised performance. The 'simply unlimited' promise is undermined by extensive billing clauses and 'CTL Fees' that are neither taxes nor required by law, but are set by the company itself.

[See how to improve >](#)

INDUSTRY MATCH & SCORE SUMMARY

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INDUSTRY CLASSIFICATION

The site content is a poor match for the classified IT Services and Managed Services category, as it focuses almost exclusively on residential ISP utility services (Internet, TV, Phone). While it mentions Small Business and Enterprise in footer links, the substance of the provided pages is consumer-grade commodity utility provision rather than managed IT infrastructure or digital transformation.

"The score of 33 is driven primarily by the high Trust Theatre (unverified reviews) and the Identity/Authority gap (total absence of Schema and named experts). Semantic Drift also contributed significantly, as the gap between the 'Unlimited/Fast' marketing signal and the 'Not Guaranteed/Hedged' legal substance is wider than industry averages. The site avoided a higher score only because it provides clear, non-BS pricing (55/75 MO), which is a 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://centurylink.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 29, 2026

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