

AI Reputation Analysis and Signal Evaluation - Digital Realty | Interxion

BRAND AI REPUTATION

IT Services, Hosting & Managed Services Reputation: Digital Realty | Interxion (interxion.com)

<https://interxion.com>

Industry: IT Services, Hosting & Managed Services



IT SERVICES, HOSTING & MANAGED SERVICES

54.4 Avg Reputation

Based on 786 businesses audited.

REPUTATION LEVEL

LOWER REPUTATION THAN AVERAGE

Digital Realty | Interxion has 27.4 points less reputation than the average for IT Services, Hosting & Managed Services.

EXPERT VERDICT

Digital Realty presents a textbook case of 'Infrastructure Theatre' where the marketing promises of 99.999% uptime are ironically betrayed by a crumbling digital storefront. The site scores high on BS not because of its industry-standard jargon, but because its substance is physically inaccessible, leaving only the hollow signal of corporate power words. It is an enterprise-scale claim supported by a broken-link reality.

[See how to improve >](#)

INFO DENSITY

Power-words vs. Substance ratio.

9

30% Reputation

Headings exhibit extreme fluff saturation; H1 Global colocation, Seamless interconnection, Proven results and H3 Unlock your potential use power words without specific nouns or metrics. While the homepage body text provides hard numbers like 300+ data centers and 99.999% uptime, the site-wide density is severely diluted by the fact that 75% of the crawled pages (Resources, Data Centers, About) contain zero informational content due to 502 Bad Gateway errors. Specificity is limited to a single page, creating an unbalanced ratio where global scale claims are unsupported by local site performance.

SEMANTIC COHERENCE

Homepage promise vs. Sub-page reality.

4

20% Reputation

There is a massive disconnect between the homepage H1 promise of 'Proven results' and the actual delivery of content on sub-pages. The homepage directs users to learn more about 'Data Centers' and 'About' the company, but these links lead to server errors, representing total signal-substance drift. The messaging of '99.999% uptime' on the homepage is semantically undermined by the technical failure of the website's own infrastructure, creating a credibility gap between the brand's 'PlatformDIGITAL' promise and the end-user experience.

TRUST & PROOF

Verifiable evidence vs. Trust Theatre.

9

45% Reputation

DIAGNOSIS: TRUST THEATRE

The homepage displays partner logos (Lenovo, ePlus) and references a 'decade of 99.999% uptime,' but the review_count of 2 and proof_links_count of 2 are insufficient to validate claims for a company claiming 5,000+ customers. Bold performance claims regarding AI infrastructure and sustainability lack direct, verifiable links to third-party audits or granular case studies within the crawl data. The presence of trust markers like 'partner-validated' packages is neutralized by the inability to access the actual proof paths on the broken Resources page.

EVIDENCE: PROOF DENSITY

The ratio of proof to fluff is low; for every specific metric provided on the homepage (e.g., 55+ metros), there are multiple vague assertions like 'accelerate innovation across industries' or 'deploy with confidence.' Out of four pages analyzed, only one provides any evidence at all, and even that evidence is not linked to external verification sources. The lack of functional case study pages or white papers results in a proof path score that is nearly zero.

COMMODITY FINGERPRINT

Detection of industry cliches/templates.

4

27% Reputation

The site relies heavily on industry jargon such as 'digital transformation,' 'hybrid IT,' and 'scalable colocation' which are present in the patterns_json dictionary. The value proposition 'Everything depends on the right infrastructure' is a classic commodity cliché that could be applied to any competitor in the hosting space without modification. Boilerplate template sections like 'Blog', 'Videos', and 'Case studies' are visible but contain no unique content, appearing as placeholders for a generic enterprise infrastructure site.

IDENTITY & AUTHORITY

Expert verifiability & Schema depth.

1

7% Reputation

DIAGNOSIS: AUTHORITY GAPS

There is a total absence of structured data (schema_json is null), which is a significant technical credibility gap for a company claiming to lead the 'world's largest data center platform.' While the site mentions a 'Data Center Specialist,' there are no named experts, Person schema, or sameAs links to verify professional authority or leadership digital footprints. The technical implementation is poor, featuring a broken heading hierarchy across sub-pages that fail to load, contradicting the claim of technical excellence.

EVIDENCE: PERFORMANCE VS. CLAIMS

The disconnect is extreme: the site markets 'high-density AI workflows' and 'future-forward design' while its own digital interface is failing to resolve basic GET requests for the 'About' and 'Data Centers' pages. The claim of being 'sustainably built for flexibility' is unsubstantiated by any accessible ESG data or specific certification links. Marketing tone is high-corporate and authoritative, but the demonstrated reliability of the web presence is low-tier.

[See how to improve >](#)

INDUSTRY MATCH & SCORE SUMMARY

IT Services, Hosting & Managed Services Reputation: Digital Realty |

Reputation: 27 / 100

Interxion (interxion.com)

INDUSTRY CLASSIFICATION

The site content strongly aligns with the IT Services and Managed Infrastructure industry, specifically focusing on colocation and data center platforms. However, there is a functional mismatch as the marketing claims of high-availability infrastructure are contradicted by server-side errors on key service pages.

"The score is primarily driven by Identity and Authority (14/15) and Semantic Coherence (16/20) due to the total failure of sub-pages to support homepage claims. Information Density (21/30) reflects the high fluff-to-substance ratio when the broken pages are factored in. The technical credibility gap between the claim of high-uptime infrastructure and the reality of a broken website accounts for the high BS rating."

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://interxion.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 30, 2026

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