

AI Reputation Analysis and Signal Evaluation - KREA

BRAND AI REPUTATION

IT Services, Hosting & Managed Services Reputation: KREA (www.krea.sk)

https://www.krea.sk

Industry: IT Services, Hosting & Managed Services



REPUTATION LEVEL

IT SERVICES, HOSTING & MANAGED SERVICES

54.4 Avg Reputation

Based on 786 businesses audited.

HIGHER REPUTATION THAN AVERAGE

KREA has 6.6 points more reputation than the average for IT Services, Hosting & Managed Services.

EXPERT VERDICT

KREA is a legitimate, veteran development shop that relies on its impressive client list to do the heavy lifting. While its website implementation is technically lazy?missing schema and featuring generic template language?the substance of its client history suggests a real business behind the fluff.

[See how to improve >](#)

INFO DENSITY

Power-words vs. Substance ratio.

17

57% Reputation

The site achieves a respectable substance ratio by listing over 30 specific client logos, including major entities like Sony, Coca Cola, and Cetelem, which serves as high-value evidence. However, the heading density is diluted by fluff phrases such as 'skúsených IT špecialistov' (experienced specialists) and 'spoľahlivého partnera' (reliable partner) in the H3 tags. The body text is minimal, focusing more on lead generation ('Mám záujem') than technical depth. The specific claim of being active for 14 years provides a solid temporal anchor for their experience.

SEMANTIC COHERENCE

Homepage promise vs. Sub-page reality.

19

95% Reputation

There is virtually no semantic drift between the primary signal and the support content. The H1 'nová krea' is vague, but the metadata and H2s immediately clarify the focus on IT solutions and custom development. The sub-sections for 'Vývoj na mieru' (Custom Development) and 'Outsourcing IT služieb' directly fulfill the promises made in the meta description. The consistency is high, though the depth of the sub-content is shallow in the provided data.

TRUST & PROOF

Verifiable evidence vs. Trust Theatre.

16

80% Reputation

DIAGNOSIS: TRUST THEATRE

With a review_count of 0 and a trust_theatre_flag of false, the site avoids the common trap of displaying unverified star ratings. However, while it displays a massive list of client IMGs, the proof_links_count is only 1, suggesting that most of these logos do not link to deep-dive case studies. The claim of having served 'hundreds of clients' is partially substantiated by the visible list of ~30 high-profile brands.

EVIDENCE: PROOF DENSITY

Proof density is concentrated in the client portfolio and the longevity claim (14 years). Out of the total character count (1935), a significant portion of the 'weight' comes from the list of named entities (Sony, Penta, Coca Cola, etc.). This ratio of named evidence to vague marketing speak is better than the industry average, keeping the overall BS score in the 'Low' range.

COMMODITY FINGERPRINT

Detection of industry cliches/templates.

6

40% Reputation

The value proposition is highly commoditized; phrases like 'Vyvinieme pre vás systémy a aplikácie na mieru' could be found on any software house website. The template structure using 'Kto sme' (Who we are) and 'čo robíme' (What we do) follows a standard agency blueprint with little unique positioning. The reliance on generic CTAs and common industry jargon like 'špecialistov' and 'dlhodobú spoluprácu' contributes to a high commodity fingerprint score.

IDENTITY & AUTHORITY

Expert verifiability & Schema depth.

3

20% Reputation

DIAGNOSIS: AUTHORITY GAPS

There is a significant technical authority gap due to the schema_json being null, which is a red flag for an IT provider claiming technical excellence. There is no mention of founders, architects, or specific team members by name, and no Person schema is present. While the brand history (14 years) is a strong authority signal, the digital footprint of its 'experts' is invisible in the crawled data.

EVIDENCE: PERFORMANCE VS. CLAIMS

The marketing tone is surprisingly modest, making few bold performance claims like 'increased ROI by X%', which actually reduces the BS score. The site relies on the visual weight of its client portfolio rather than aggressive marketing assertions. The only major disconnect is the H1 'nová krea,' which implies a rebranding or evolution that the subsequent text fails to explain or justify.

[See how to improve >](#)

INDUSTRY MATCH & SCORE SUMMARY

IT Services, Hosting & Managed Services Reputation: KREA (www.krea.sk)

Reputation: 61 / 100

INDUSTRY CLASSIFICATION

The site aligns perfectly with the IT Services and custom software development category. It explicitly offers tailor-made development, IT outsourcing, and a specific business management tool called Sortio.

"The score of 61 is driven primarily by the Identity and Authority pillar (due to missing schema and team transparency) and the Commodity Fingerprint (standard agency template). It was kept low by the Information Density pillar, which benefited from a dense list of verifiable, high-profile client names."

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://www.krea.sk> 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 19, 2026

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