

# AI Reputation Analysis and Signal Evaluation - Notarize (by Proof)

## BRAND AI REPUTATION

### Legal Services & Law Firms Reputation: Notarize (by Proof) (notarize.com)

<https://notarize.com>

Industry: Legal Services & Law Firms



REPUTATION LEVEL

## LEGAL SERVICES & LAW FIRMS

### 58.2 Avg Reputation

Based on 142 businesses audited.

#### HIGHER REPUTATION THAN AVERAGE

Notarize (by Proof) has 20.8 points more reputation than the average for Legal Services & Law Firms.

## EXPERT VERDICT

Notarize (by Proof) is a rare example of a high-substance legal platform that prioritizes functional transparency over marketing vagueness. Its BS score is exceptionally low, driven primarily by technical authority gaps (missing schema) and minor brand-merger confusion rather than intentional deception. It is an industry benchmark for how to communicate complex legal/technical services without falling into industry-standard cliches.

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## INFO DENSITY

Power-words vs. Substance ratio.

27

90% Reputation

The information density is remarkably high, characterized by a nearly non-existent heading fluff ratio. H1 and H2 markers like Pricing and How It Works lead directly into granular substance, such as the specific \$25 and \$15 fee structures. The body text avoids vague power words, instead opting for technical specifications like NIST IAL2 and SOC 2 compliance. Specificity is maintained throughout with a comprehensive list of document types (Power of Attorney, Bill of Sale) and state-specific capabilities.

## SEMANTIC COHERENCE

Homepage promise vs. Sub-page reality.

19

95% Reputation

Semantic drift is minimal, as the homepage promise of Notarize online. Anywhere. Anytime. is explicitly fulfilled by the sub-pages. There is a slight cognitive load regarding the transition from the Notarize brand to the Proof brand, but this is addressed consistently across all pages in the FAQ sections. The sub-pages for notaries and businesses provide the exact tools promised on the homepage, showing perfect alignment between marketing signals and actual service deliverables. Cross-page messaging remains stable, even when addressing different user personas like independent notaries versus enterprise businesses.

## TRUST & PROOF

Verifiable evidence vs. Trust Theatre.

15

75% Reputation

### DIAGNOSIS: TRUST THEATRE

The site avoids standard trust theatre by backing its #1 Rated claim with a verifiable 4.7/5 average based on over 20,418 Trustpilot reviews. While the proof\_links\_count is relatively low in the data for some sub-pages, the use of named testimonials from individuals like Shawn and Tecia, alongside enterprise logos like Salesforce and Zillow, provides substantive evidence. A minor point of BS is the self-reported claim of millions of completed notarizations, which is not linked to an external audit or live counter. However, the overall trust profile is rooted in external validation rather than empty badges.

### EVIDENCE: PROOF DENSITY

Proof density is high, with the forensic state-by-state capability map (e.g., Texas ODN, IHN) serving as strong evidence of regulatory compliance. For every vague assertion of being a pioneer, there are at least three specific data points regarding fees, technical protocols, or review metrics. The documentation library and popular document categories provide further proof of the platform's functional scope. The site maintains a high ratio of verifiable evidence to marketing fluff, scoring well on substance.

## COMMODITY FINGERPRINT

Detection of industry cliches/templates.

11

73% Reputation

While online notarization is a growing commodity, the site differentiates itself by positioning as an identity-assured transaction platform. It does use a few industry cliches like industry leading solution and game changer, but these are tied to specific namesake networks rather than being copy-pasted onto a generic legal template. The Value Proposition is unique in its integration with the Proof identity verification ecosystem, moving it beyond a simple video-chat notary service. The pricing transparency further distances it from the boilerplate fee-on-request models used by competitors.

## IDENTITY & AUTHORITY

Expert verifiability & Schema depth.

7

47% Reputation

### DIAGNOSIS: AUTHORITY GAPS

The most significant authority gap is technical: the schema\_json is null across the crawled pages, meaning the site lacks structured identity data to formally link its various brand entities. Furthermore, while it references expert notaries and trusted referees, it fails to provide Person schema or bios for its internal legal compliance or executive team. The reliance on corporate client headshots (e.g., Morgan Cavallo from Vroom) provides secondary authority but does not substitute for primary practitioner credentials. This creates a minor gap between claimed expertise and technical footprint.

### EVIDENCE: PERFORMANCE VS. CLAIMS

The disconnect between marketing claims and demonstrated reality is low because the site frequently cites technical standards. The claim that signers complete notarizations in less than 10 minutes is a measurable performance metric that anchors the marketing in substance. Unlike traditional law firms that promise the justice you deserve, Notarize promises specific technical outcomes like unlimited document uploads and 24/7 on-demand access. The transition to the Proof platform is framed as a natural evolution of identity management, which is supported by the technical descriptions of identity-assured transactions.

[See how to improve >](#)

## INDUSTRY MATCH & SCORE SUMMARY

**Legal Services & Law Firms Reputation: Notarize (by Proof) (notarize.com)**

**Reputation: 79 / 100**

### INDUSTRY CLASSIFICATION

The website is a highly accurate match for the Legal Services category, focusing specifically on Remote Online Notarization (RON) and identity verification. The content demonstrates a deep understanding of jurisdictional compliance, state-commissioning laws, and the technical requirements of the Electronic Signatures in Global and National Commerce Act.

*"The score of 79 reflects a very low level of bullshit, with the site losing points almost exclusively in the Identity and Authority pillar due to the null schema data and lack of named team bios. The high Information Density and Semantic Coherence scores (low BS in those areas) were earned through extremely transparent pricing and a direct alignment between the hero claims and the sub-page evidence. Compared to the legal services industry average, this site demonstrates a superior commitment to substance over fluff."*

### 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://notarize.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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