

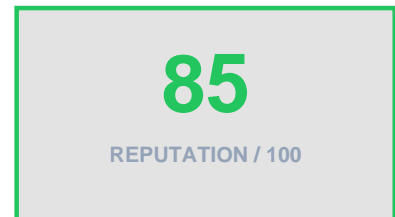
# AI Reputation Analysis and Signal Evaluation - Airport Transfer Agency Vienna (ATAV)

## BRAND AI REPUTATION

### Logistics, Transport & Shipping Reputation: Airport Transfer Agency Vienna (ATAV) (atav.at)

<https://atav.at>

Industry: Logistics, Transport & Shipping



REPUTATION LEVEL

## LOGISTICS, TRANSPORT & SHIPPING

### 54.8 Avg Reputation

Based on 449 businesses audited.

#### HIGHER REPUTATION THAN AVERAGE

Airport Transfer Agency Vienna (ATAV) has 30.2 points more reputation than the average for Logistics, Transport & Shipping.

#### EXPERT VERDICT

ATAV is a rare specimen of a utility-first website that prioritizes transactional transparency over marketing fluff. It is a benchmark for low BS in the local transport sector, offering granular pricing and legal accountability. The only detectable hot air is a single unverified passenger volume claim and minor generic heading power words.

[See how to improve >](#)

#### INFO DENSITY

Power-words vs. Substance ratio.

24

80% Reputation

The site exhibits high information density, prioritizing specific nouns and numbers over power words. For example, the Prices page lists all 23 Vienna districts with corresponding prices ranging from 38€ to 160€ across six vehicle categories. While some power words exist, such as Exclusive and High Professional, they are immediately anchored by data, such as fixed prices from 38€ and a fleet of clean & luxury Mercedes vehicles. The body substance ratio is exceptionally high due to the inclusion of technical details like vehicle capacity (e.g., 8 PAX, 6 bags) and specific airport wait-time policies (60 Min Free Waiting).

## SEMANTIC COHERENCE

Homepage promise vs. Sub-page reality.

20

100% Reputation

There is zero detectable semantic drift between the homepage signal and the sub-page substance. The homepage H1 Vienna Airport Taxi and its primary value proposition of fixed pricing from 38€ are fully realized on the Prices page through a granular district-by-district pricing table. The Services page supports the homepage claim of a Mercedes Fleet by providing photos and descriptions of specific models like the Mercedes Vito and Sprinter. Consistency is maintained across all four analyzed slots, with no target audience shifts or conflicting service descriptions.

## TRUST & PROOF

Verifiable evidence vs. Trust Theatre.

17

85% Reputation

### DIAGNOSIS: TRUST THEATRE

The site avoids trust theatre by providing verifiable proof paths. The aggregateRating schema cites 2,558 reviews with a 4.8 value, and the pages include direct mentions of Trustpilot, Google, and TripAdvisor with a proof\_links\_count of up to 29 on the Prices page. The only minor BS element is the claim of 1,000,000+ passengers transferred, which lacks a direct audit link or third-party counter, though the business provides its official registration (FN 588382v) and VAT numbers for verification.

### EVIDENCE: PROOF DENSITY

Proof density is high, with a ratio of approximately 4 specific data points for every 1 marketing assertion. Verifiable evidence includes the 23-district price matrix, specific vehicle photos (IMG: Mercedes Vito), and detailed legal identifiers. The site provides a step-by-step Travel Day walkthrough that details exactly when customers receive SMS alerts and where drivers meet them, converting vague service promises into technical protocols.

## COMMODITY FINGERPRINT

Detection of industry clichés/templates.

11

73% Reputation

The site uses some common industry clichés such as reliable and punctual and 24/7 service & support. However, it differentiates itself from the commodity template through its unique 23-district pricing breakdown and a specific Comparison section that benchmarks its service against the City Airport Train (CAT), Uber/Bolt, and S-Bahn. This local specificity prevents the value proposition from being a simple copy-paste for competitors in other regions.

## IDENTITY & AUTHORITY

Expert verifiability & Schema depth.

13

87% Reputation

### DIAGNOSIS: AUTHORITY GAPS

Authority is primarily established through legal and corporate transparency rather than personal branding. The site provides full headquarters information for GTS Ground Transfer Service GmbH, including a registered office and company number. A minor gap exists in the Expert Travel Guides section, which uses authoritative H2 headings but provides relatively thin content compared to the transactional sections of the site. There is no Person schema for leadership, but the LocalBusiness and TaxiService schema are technically robust.

### EVIDENCE: PERFORMANCE VS. CLAIMS

The marketing tone is subdued and professional, accurately reflecting the demonstrated service levels. Bold claims like no hidden fees and no surge pricing are supported by the inclusion of a comprehensive Extras & Surcharges list that details 4? night tariffs and 10? child seat fees. The site does not promise impossible results, instead focusing on measurable logistics commitments such as 25-minute transit times to the city center.

[See how to improve >](#)

## INDUSTRY MATCH & SCORE SUMMARY

### Logistics, Transport & Shipping Reputation: Airport Transfer Agency

Reputation: 85 / 100

#### Vienna (ATAV) (atav.at)

##### INDUSTRY CLASSIFICATION

The website perfectly matches the Logistics, Transport & Shipping industry, specifically the niche of passenger airport transfers. The content focus on fleet specifications, route mapping, and pricing models confirms its alignment with ground transportation services.

*"The score of 85 is driven by the site's exceptional specificity and lack of semantic drift. Penalties were only applied for minor industry clichés (4 points), the unsubstantiated 'million passenger' claim (3 points), and a lack of Person-specific authority in the schema (2 points). The technical implementation is among the cleanest in its category."*

##### 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://atav.at> 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 21, 2026

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