

AI Reputation Analysis and Signal Evaluation - AddThis (Oracle)

BRAND AI REPUTATION

Marketing, SEO & Advertising Agencies Reputation: AddThis (Oracle) (addthis.com)

https://addthis.com

Industry: Marketing, SEO & Advertising Agencies



MARKETING, SEO & ADVERTISING AGENCIES

54.8 Avg Reputation

Based on 1834 businesses audited.

REPUTATION LEVEL

LOWER REPUTATION THAN AVERAGE

AddThis (Oracle) has 24.8 points less reputation than the average for Marketing, SEO & Advertising Agencies.

EXPERT VERDICT

This site is a digital carcass; it offers zero substance to support its industry classification. The distance between the signal of an agency brand and the substance of an error page is insurmountable. It is 70% bullshit simply by virtue of being a non-functional shell.

[See how to improve >](#)

INFO DENSITY

Power-words vs. Substance ratio.

5

17% Reputation

The site exhibits a total absence of substance, with a fluff-to-noun ratio that is effectively infinite for its intended industry. All potential H1 to H4 headings are missing, and the body text is composed entirely of technical incident numbers and generic Oracle headquarters contact information. There are zero instances of specific evidence, such as named clients, marketing frameworks, or dated results. The information density score of 25 reflects a complete failure to provide any marketing-related signal.

SEMANTIC COHERENCE

Homepage promise vs. Sub-page reality.

7

35% Reputation

A catastrophic signal-substance alignment gap exists between the expected agency profile and the actual content provided. The homepage promises nothing but technical difficulty, while the absence of any sub-pages makes cross-page messaging consistency impossible to verify. The heading hierarchy is non-existent, meaning there is no logical story or service description available. This results in maximum drift from the intended purpose of the domain to its current forensic state.

TRUST & PROOF

Verifiable evidence vs. Trust Theatre.

8

40% Reputation

DIAGNOSIS: TRUST THEATRE

The trust signals are non-existent, with a review_count of 0 and a proof_links_count of 0. While no 'Trust Theatre' badges are detected, the site effectively defaults to maximum bullshit by failing to provide any proof of operation. There are no external validation links or case studies, leaving 100% of the agency's potential claims unsubstantiated.

EVIDENCE: PROOF DENSITY

Forensic evidence shows a proof density of zero. There are no named clients, no verified vendor partnerships, and no team expertise profiles provided in the clean text. Every potential claim that an agency might make is missing its forensic counterpart here.

COMMODITY FINGERPRINT

Detection of industry cliches/templates.

10

67% Reputation

The site uses a purely functional technical error template, which is the ultimate form of commodity content. This page could be (and is) copy-pasted across any broken Oracle asset, offering no unique value proposition or differentiated positioning. There are zero matches for industry clichés only because there is no marketing text to evaluate, yet the lack of uniqueness is absolute. The fingerprint is that of a generic corporate placeholder rather than a specialized agency.

IDENTITY & AUTHORITY

Expert verifiability & Schema depth.

0

0% Reputation

DIAGNOSIS: AUTHORITY GAPS

There is a massive authority gap, as the site contains no schema_json (null) and no mentions of specific experts or founders. The technical credibility gap is high; an agency in the SEO and marketing space that fails to maintain a functional web presence is a primary red flag. There are no Person schema or sameAs links to verify the identity of the sales representatives mentioned.

EVIDENCE: PERFORMANCE VS. CLAIMS

The site makes no performance claims in the crawled data, which in itself is a disconnect for a business categorized as a marketing agency. The failure to demonstrate any results or campaign history via sub-pages creates a void where substance should be. The marketing tone is entirely replaced by technical error codes, proving nothing but a lack of operational maintenance.

[See how to improve >](#)

INDUSTRY MATCH & SCORE SUMMARY

Marketing, SEO & Advertising Agencies Reputation: AddThis (Oracle)
(addthis.com)

Reputation: 30 / 100

INDUSTRY CLASSIFICATION

The forensic data reveals a total mismatch with the assigned industry of Marketing, SEO & Advertising Agencies. The site currently serves a technical error page for Oracle, providing zero industry-specific content or relevance.

"The score of 30 is primarily driven by the maximum penalty in Identity and Authority (15) due to the absence of schema and technical failure. Information Density (25) and Semantic Coherence (13) also contributed heavily because the site provides no relevant data for its industry. The score is only saved from being higher by the absence of specific industry clichés and trust theatre flags, which cannot exist on a page with no content."

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://addthis.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

(c) 1EuroSEO Independent Evaluator - Non-Sponsored Result