

AI Reputation Analysis and Signal Evaluation - ADINDEX

BRAND AI REPUTATION

Marketing, SEO & Advertising Agencies Reputation: ADINDEX (adindex.ua)

https://adindex.ua

Industry: Marketing, SEO & Advertising Agencies



MARKETING, SEO & ADVERTISING AGENCIES

54.8 Avg Reputation

Based on 1835 businesses audited.

REPUTATION LEVEL

HIGHER REPUTATION THAN AVERAGE

ADINDEX has 26.2 points more reputation than the average for Marketing, SEO & Advertising Agencies.

EXPERT VERDICT

ADINDEX is a rare example of a high-substance performance agency that uses industry jargon as a shorthand for technical deliverables rather than as a mask for lack of experience. The site is data-heavy, current, and transparent about its results, client names, and management budgets.

[See how to improve >](#)

INFO DENSITY

Power-words vs. Substance ratio.

23

77% Reputation

The site exhibits exceptionally high information density, counteracting generic marketing language with hard data. Headings like H4 'More than 1.5 million dollars' and H2 'ROAS 240%' are accompanied by specific noun-heavy body text detailing technical implementations such as 'Telegram-bot analytics' and 'Looker Studio dashboards.' While some repetition exists in the 'Stronger than competitors' value proposition across sub-pages, the substance ratio remains high, citing specific client names like VOLIA, HOLZ, and WayForPay.

SEMANTIC COHERENCE

Homepage promise vs. Sub-page reality.

20

100% Reputation

There is virtually zero semantic drift between the homepage signal and sub-page substance. The homepage H1 'Complex internet marketing' is systematically broken down into specialized silos for SEO, PPC, and SMM, each delivering on the promise of 'ROI-based' results. Sub-pages for SEO and PPC maintain the same premium performance tone, backed by case studies that validate the high-level claims made on the hero sections.

TRUST & PROOF

Verifiable evidence vs. Trust Theatre.

17

85% Reputation

DIAGNOSIS: TRUST THEATRE

Trust theatre is minimal as the review_count of 95 is supported by deep-dive case studies rather than anonymous quotes. While the site lacks high proof_links_count (3) to external 3rd party validators like Clutch, it compensates with named client testimonials (e.g., Bogdan Khalushko from VOLIA) and granular performance metrics (e.g., '+218% leads'). The absence of 'guaranteed rankings' red flags further reinforces credibility.

EVIDENCE: PROOF DENSITY

The ratio of verifiable evidence to assertions is high. Across the 6 pages, there are over 12 instances of exact percentage-based outcomes and named corporate clients. The SMM page alone provides a specific spend of '106,112 \$' in Facebook Ads for 2024, demonstrating a level of transparency that is rare in the agency industry.

COMMODITY FINGERPRINT

Detection of industry cliches/templates.

7

47% Reputation

The site's primary BS source is its template structure; sections like 'Who needs this' and 'What you get' use repetitive bullet points across all service pages. Matches for industry jargon such as 'ROI-driven,' 'data-driven,' and 'growth' are frequent, though these are often exempt from penalties because they are followed by specific technical methodologies like 'merchant center linking' and 'Looker Studio normalization.'

IDENTITY & AUTHORITY

Expert verifiability & Schema depth.

14

93% Reputation

DIAGNOSIS: AUTHORITY GAPS

Authority gaps are nearly non-existent as ADINDEX identifies specific specialists such as Natalya Shcherbina and Olga Redka (Head of Analytics) as case study authors. The schema_json includes Person and Organization types with publisher IDs, though it lacks direct sameAs links to external professional social profiles for the individual experts mentioned in the text.

EVIDENCE: PERFORMANCE VS. CLAIMS

The disconnect is minimal because performance claims are anchored to specific timeframes and geographies. For example, the claim of 'increasing sales by 2.2 times' is tied specifically to the German market for a sports equipment supplier between Oct 2023 and Dec 2025, providing a clear temporal and categorical baseline.

[See how to improve >](#)

INDUSTRY MATCH & SCORE SUMMARY

Marketing, SEO & Advertising Agencies Reputation: ADINDEX (adindex.ua)

Reputation: 81 / 100

INDUSTRY CLASSIFICATION

ADINDEX perfectly fits the Marketing & Advertising Agency classification, specifically focusing on ROI-based digital performance. The content is heavily focused on PPC, SEO, and SMM, with structured data and meta descriptions confirming their specialization as a Premier Google Partner.

"The score of 81 is driven primarily by minor commodity template patterns and the repetition of value propositions. The site's high Information Density and lack of Semantic Drift place it in the 'Minimal BS' category, significantly outperforming the industry standard for marketing agencies."

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://adindex.ua> 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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