

AI Reputation Analysis and Signal Evaluation - Anfama Consulting

BRAND AI REPUTATION

Marketing, SEO & Advertising Agencies Reputation: Anfama Consulting (www.anfama.fr)

https://www.anfama.fr

Industry: Marketing, SEO & Advertising Agencies



REPUTATION LEVEL

MARKETING, SEO & ADVERTISING AGENCIES

54.8 Avg Reputation

Based on 1834 businesses audited.

LOWER REPUTATION THAN AVERAGE

Anfama Consulting has 11.8 points less reputation than the average for Marketing, SEO & Advertising Agencies.

EXPERT VERDICT

Anfama Consulting is a standard regional agency using high-volume educational filler to mask a lack of current, quantified performance data. While they demonstrate terrestrial legitimacy through named local client work, their claims of being ROI-driven and digital pioneers are entirely unproven by contemporary standards.

[See how to improve >](#)

INFO DENSITY

Power-words vs. Substance ratio.

9

30% Reputation

The website suffers from high fluff saturation in its heading hierarchy, particularly with H3 tags like ÊTRE PRÉSENT and ÊTRE VISIBLE which serve as thematic labels rather than substantive claims. The body substance ratio is low; large passages in the Expertise and Realisations pages are dedicated to educational filler explaining why 'being on the internet is indispensable,' a basic concept that adds no specific value to their service proposition. Specificity is present in the form of named clients like Euroarc, Sodipadd, and HelloNina, but these are rarely accompanied by measurable metrics or dated outcomes. Concept repetition is high, with the same five-pillar value proposition (Present, Visible, Boosted, Engaging, All-in-one) restated across almost every page without adding new technical depth.

SEMANTIC COHERENCE

Homepage promise vs. Sub-page reality.

16

80% Reputation

The homepage H1 promises a 'partenaire digital tout-en-un' (all-in-one partner), which is structurally supported by the sub-pages covering SEO, SEA, and Social Media. However, there is a distinct drift between the claim of being 'ROI-driven' on the Strategy page and the portfolio pages which only showcase visual mockups (IMG references) without a single mention of revenue generated or conversion rate improvements. The homepage positions the agency as a 'pioneer' of Squarespace in France, but the Expertise page dilutes this focus by claiming equal expertise across WordPress, PrestaShop, Shopify, Magento, and Wix, suggesting a generalist service rather than the specialized authority signaled at the hero level.

TRUST & PROOF

Verifiable evidence vs. Trust Theatre.

6

30% Reputation

DIAGNOSIS: TRUST THEATRE

The site exhibits clear trust theatre patterns by displaying review counts (e.g., 31 reviews on the Dictionary page, 9 on the Homepage) without providing a single external link to a verified review platform like Google Business or Clutch. While the site mentions being a 'Member Expert Squarespace Circle,' there is no direct link to a verifiable directory listing to prove this status. The performance claims such as 'guaranteeing a permanent presence' on search engines are bold assertions that lack a documented proof path or technical methodology link.

EVIDENCE: PROOF DENSITY

The proof density is low, leaning entirely on visual 'social proof' (logos of local clients) rather than technical or financial proof. Across 6 pages, there are 0 instances of percentage-based growth claims and 0 references to third-party certifications beyond the unlinked Squarespace Circle mention. The ratio of generic educational text to verifiable campaign data is approximately 10:1.

COMMODITY FINGERPRINT

Detection of industry clichés/templates.

3

20% Reputation

The site's value proposition is highly commoditized, relying on industry clichés like 'results that speak for themselves' and 'not just a simple agency.' The section titled 'Pourquoi créer un site internet?' is a textbook example of template boilerplate content that could be copy-pasted onto any competitor's site. Matches with the industry jargon array are frequent, including ROI, strategy digital, and community management, but these terms are used as generic service labels rather than specific, proprietary methodologies.

IDENTITY & AUTHORITY

Expert verifiability & Schema depth.

9

60% Reputation

DIAGNOSIS: AUTHORITY GAPS

Authority is primarily tied to one individual, Anthony Peyrat, who is named in the marketing dictionary, yet there is no Person schema or sameAs links to verify his professional footprint. The technical credibility is weakened by a stagnant content strategy; the 'Marketing Dictionary' entries are dated June 2021, making the expertise nearly 5 years stale relative to the 2026 temporal anchor. While the technical implementation via Squarespace is clean, the misuse of heading levels (H3 for repetitive CTA slogans) indicates a lack of attention to the SEO precision they claim to sell.

EVIDENCE: PERFORMANCE VS. CLAIMS

The agency repeatedly emphasizes ROI and 'Marketing Strategy,' yet the Realisations page is essentially an image gallery. There is a total disconnect between the claim that 'the ROI dimension is taken into account at every step' and the evidence provided, which consists entirely of visual design outcomes (logos and site mockups) with zero mention of traffic growth, lead volume, or sales data for their clients.

[See how to improve >](#)

INDUSTRY MATCH & SCORE SUMMARY

Marketing, SEO & Advertising Agencies Reputation: Anfama Consulting
(www.anfama.fr)

Reputation: 43 / 100

INDUSTRY CLASSIFICATION

The company perfectly matches the Marketing, SEO, and Advertising Agency category. Its content focuses entirely on digital acquisition channels, website creation (Squarespace/WordPress), and social media management.

"The score of 43 is driven primarily by Information Density (21/30) and Trust and Proof (14/20). The heavy use of stale content from 2021 and the absence of any quantified results behind 'ROI' claims prevent the site from achieving a lower (better) score, despite having a legitimate list of named clients."

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.anfama.fr> 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

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