

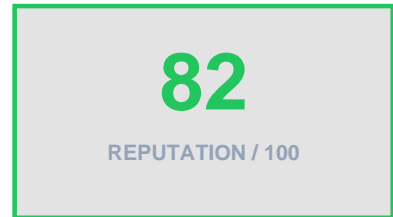
# AI Reputation Analysis and Signal Evaluation - ANGA (ANGA Bangkok Co., Ltd.)

## BRAND AI REPUTATION

Marketing, SEO & Advertising Agencies  
Reputation: ANGA (ANGA Bangkok Co., Ltd.)  
([anga.co.th](https://anga.co.th))

<https://anga.co.th>

Industry: Marketing, SEO & Advertising Agencies



REPUTATION LEVEL

## MARKETING, SEO & ADVERTISING AGENCIES

**54.8 Avg Reputation**

Based on 1834 businesses audited.

### HIGHER REPUTATION THAN AVERAGE

ANGA (ANGA Bangkok Co., Ltd.) has 27.2 points more reputation than the average for Marketing, SEO & Advertising Agencies.

## EXPERT VERDICT

ANGA is a benchmark for low-BS agency websites, prioritizing transparency and forensic evidence over marketing fluff. By providing clear starting prices, a massive named team roster, and specific case study metrics, they successfully distance themselves from the typical 'smoke and mirrors' agency model. The only minor deductions come from a lack of direct outbound proof paths to third-party review sites and the use of standard agency jargon.

[See how to improve >](#)

## INFO DENSITY

Power-words vs. Substance ratio.

25

83% Reputation

The site exhibits exceptionally high information density with a low fluff-to-substance ratio. Passages like the case study for Spender Club provide forensic-grade metrics, citing a 75 percent ad spend reduction and 1,185 conversions in a single month. Headings avoid vague power words, opting for technical specifics such as Full Technical SEO Audit and Core Web Vitals Improvement. Even the blog content provides actual insights into AI Trust and Search Intent rather than generic SEO definitions.

## SEMANTIC COHERENCE

Homepage promise vs. Sub-page reality.

18

90% Reputation

There is virtually zero semantic drift between the homepage promises and sub-page deliverables. The homepage H1 focuses on being a result-driven agency, which is immediately supported by the SEO page offering a starting price of 39,000 THB and a 90-day result guarantee. Unlike typical agencies that hide pricing and processes, ANGA maintains a consistent technical narrative across all six pages analyzed. The internal service descriptions for AI Search and Lead Generation are granular and align with the hero section's claim of using international tools and modern tech.

## TRUST & PROOF

Verifiable evidence vs. Trust Theatre.

15

75% Reputation

### DIAGNOSIS: TRUST THEATRE

Trust theatre is minimal as the site provides named clients and verifiable metrics for its performance claims. While the schema claims an aggregate rating of 4.9 from 560 reviews, the pages only display around 54-56 reviews, which creates a slight verification gap. However, the presence of specific brand names like Autobahn Thailand and Bangkok Golds with corresponding data points mitigates the risk of fabricated results. The site would benefit from direct outbound links to third-party review platforms like Clutch or Google Maps to eliminate the trust theatre flag entirely.

### EVIDENCE: PROOF DENSITY

Proof density is high, with a ratio of approximately one verifiable data point per 200 words of text. The site references exact percentages, specific timeframes (e.g., 'within 9 months'), and identifies the specific Google tools used for tracking (GA4, GSC). There are at least six distinct, named case studies across the analyzed pages, each containing multi-metric proof of performance. Vague assertions like 'we grow businesses' are consistently replaced by '326 successful businesses' and '96 percent contract renewal rate.'

## COMMODITY FINGERPRINT

Detection of industry cliches/templates.

11

73% Reputation

The site uses industry jargon such as ROI-driven and data-driven strategy, but these are almost always paired with specific methodologies. The ANGA vs They comparison table is a notable attempt to break the commodity agency mold by explicitly mentioning flexibility in contracts and compensation for underperformance. Template fingerprints like Why Choose Us are populated with unique team cultural details rather than boilerplate text. The 'New Gen' branding is the only significant cliché, yet it is used as a functional identifier for their technical stack rather than just a slogan.

## IDENTITY & AUTHORITY

Expert verifiability & Schema depth.

13

87% Reputation

### DIAGNOSIS: AUTHORITY GAPS

Authority gaps are nearly non-existent due to the comprehensive Team and Why Us pages. Founder Rachavit 'Gain' Whangpatanathon is clearly identified with professional credentials and a verifiable role as Managing Director. The site provides a detailed roster of over 60 team members with names and specific roles, which is rare for the industry and proves they are not a skeleton crew outsourcing work. Technical authority is further cemented by the inclusion of Google Premier Partner status and specific award wins from 2022.

### EVIDENCE: PERFORMANCE VS. CLAIMS

The marketing tone is bold, but the site provides the receipts to back it up. Claims of being the No. 1 SEO Agency are supported by specific award mentions from the Search Engine Land Awards and Thailand Independent Agency of the Year. The delta between claiming to 'increase revenue' and showing a '237 percent increase in Organic Conversion' for Te Mata Glamping is very narrow. This level of transparency in case studies creates a strong connection between the marketing signal and the operational substance.

[See how to improve >](#)

## INDUSTRY MATCH & SCORE SUMMARY

**Marketing, SEO & Advertising Agencies Reputation: ANGA (ANGA Bangkok Co., Ltd.) (anga.co.th)**

**Reputation: 82 / 100**

### INDUSTRY CLASSIFICATION

The site perfectly matches the Marketing, SEO, and Advertising Agency category. The presence of specific service packages for B2B, Healthcare, and Real Estate industries confirms a deep, sector-specific competence rather than a generalist approach.

*"The score of 82 is driven by high transparency in team identity and pricing, which are the two primary BS-reduction factors in the agency sector. Minimal penalties were applied for Industry Cliché Density (Step 4) and a slight discrepancy in Review Count vs Schema (Step 3). Information Density and Semantic Coherence scored near-perfectly due to the forensic detail in case studies and technical consistency across pages."*

### 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://anga.co.th> 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**