

AI Reputation Analysis and Signal Evaluation - APG MEDIA

BRAND AI REPUTATION

Marketing, SEO & Advertising Agencies Reputation: APG MEDIA (apgmedia.lt)

https://apgmedia.lt

Industry: Marketing, SEO & Advertising Agencies



MARKETING, SEO & ADVERTISING AGENCIES

54.8 Avg Reputation

Based on 1835 businesses audited.

REPUTATION LEVEL

LOWER REPUTATION THAN AVERAGE

APG MEDIA has 8.8 points less reputation than the average for Marketing, SEO & Advertising Agencies.

EXPERT VERDICT

APG MEDIA presents a 'Mullet Site' strategy: Business in the front (credible homepage with named clients), and a Template Party in the back (identical, hollow service pages). While the homepage successfully avoids the most egregious BS by citing specific Lithuanian brands, the total reliance on boilerplate text for its core services suggests the 'AI muscles' are currently being used for content spinning rather than strategic innovation.

[See how to improve >](#)

INFO DENSITY

Power-words vs. Substance ratio.

18

60% Reputation

The homepage demonstrates relatively high density with specific claims such as '135 % padidėjusios pajamos' (135% increased revenue) for Nostra and '200+ prekės ženklai' (200+ brands). However, this density collapses on sub-pages; the four primary service pages (Facebook, Google, SEO, LinkedIn) contain an identical 1,003-character text block, representing a 100% repetition rate of generic filler. Substantive technical descriptions are missing in the body text of these pages, which instead rely on high-level power words like 'profesionalus valdymas' and 'maksimali investicija'.

SEMANTIC COHERENCE

Homepage promise vs. Sub-page reality.

10

50% Reputation

There is a notable drift between the H1 'Skaitmenin?s rinkodaros agent?ra su DI raumenimis' (Agency with AI muscles) and the actual service descriptions. While the homepage signals a unique AI-driven approach, the service-specific sub-pages for SEO and Google Ads fail to mention AI implementation, proprietary AI tools, or specific AI-driven workflows, reverting instead to standard industry practices. The promise of being an agency for those 'nusibodo senos ?aidimo taisykl?s' (tired of old rules) is contradicted by the boilerplate service descriptions that follow the oldest rules in the marketing template playbook.

TRUST & PROOF

Verifiable evidence vs. Trust Theatre.

7

35% Reputation

DIAGNOSIS: TRUST THEATRE

The website exhibits clear trust theatre patterns: the homepage and contact pages claim review counts (3 and 2 respectively) via JSON-LD, yet the proof_links_count is 0 across all 6 audited pages. This indicates that while the agency presents themselves as reviewed, they provide no path to external verification (e.g., Clutch, Google Business Profile, or G2). Furthermore, bold performance claims like 'pakilti ? Google vir??n? per vien? m?nes?' are presented as H2 headings without associated deep-link case studies or methodology whitepapers to validate the speed of such results.

EVIDENCE: PROOF DENSITY

Proof density is front-loaded and then abandoned. The homepage contains 3 specific client references with metrics, but across the other 5 pages, there are 0 new proof points, 0 external links, and 0 technical specifications. This results in a proof-to-fluff ratio that starts strong on the 'billboard' (homepage) but vanishes the moment a prospect seeks deeper information on a specific service page.

COMMODITY FINGERPRINT

Detection of industry cliches/templates.

4

27% Reputation

The commodity fingerprint is heavy on sub-pages where the 'APG MEDIA' H2 block is copy-pasted verbatim, including the phrase 'Mes kuriame skaitmenin?s rinkodaros sprendimus, kurie realiai veikia.' The value proposition 'Skaitmenin?s rinkodaros partneris, kuris moka paversti sraut? rezultatu' is a high-frequency industry cliché that could be applied to any competitor. The site matches several patterns from the dictionary, including 'ROI-focused,' 'data-driven,' and 'measurable results,' without differentiating how their 'AI muscles' actually change these standard commodity outputs.

IDENTITY & AUTHORITY

Expert verifiability & Schema depth.

7

47% Reputation

DIAGNOSIS: AUTHORITY GAPS

While the schema_json correctly identifies the legal entity 'UAB APG MEDIA' and provides a physical address in Vilnius, there is a total absence of named human authority. No founders, specialists, or account managers are referenced by name or connected via Person schema, leaving the 'AI muscles' claim feeling more like an unstaffed automation bot than a high-level consultancy. The technical credibility is hampered by the repetitive nature of the sub-page content, suggesting a low-effort content strategy that contradicts their positioning as market-leading experts.

EVIDENCE: PERFORMANCE VS. CLAIMS

The homepage leads with high-performance metrics (135% growth, 1-month ranking), but the internal pages provide no evidence of the 'full-funnel' or 'omnichannel' strategy claimed in headings. There is a disconnect between the 'Enterprise' level results implied by the client names (Nostra, MyBee) and the 'Template-driven' execution of the website's service architecture. The site claims to use 'what works today,' yet the content is static and lacks the technical depth one would expect from a modern, AI-integrated agency.

[See how to improve >](#)

INDUSTRY MATCH & SCORE SUMMARY

Marketing, SEO & Advertising Agencies Reputation: APG MEDIA (apgmedia.lt)

Reputation: 46 / 100

INDUSTRY CLASSIFICATION

The site perfectly matches the Marketing, SEO & Advertising Agencies category. The presence of specific service offerings like Meta Ads, Google Ads, and GA4 configuration, combined with common industry jargon like ROI-driven campaigns, confirms this classification.

"The score of 46 is driven primarily by the commodity fingerprint and semantic drift pillars. The heavy use of repetitive template content on sub-pages (Step 1 & 4) and the lack of verifiable proof paths (Step 3) offset the relatively strong, metric-focused performance of the homepage. The lack of human authority in the data (Step 5) further prevents the site from achieving a 'Minimal BS' rating."

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://apgmedia.lt> 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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