

# AI Reputation Analysis and Signal Evaluation - artaxo GmbH

## BRAND AI REPUTATION

### Marketing, SEO & Advertising Agencies Reputation: artaxo GmbH (artaxo.com)

https://artaxo.com

Industry: Marketing, SEO & Advertising Agencies



## MARKETING, SEO & ADVERTISING AGENCIES

### 54.8 Avg Reputation

Based on 1834 businesses audited.

REPUTATION LEVEL

#### HIGHER REPUTATION THAN AVERAGE

artaxo GmbH has 13.2 points more reputation than the average for Marketing, SEO & Advertising Agencies.

#### EXPERT VERDICT

Artaxo is a high-substance veteran agency with a low bullshit tolerance, though they utilize standard marketing hyperbole like the 'Nr. 1' claim. They prove technical competency through granular service descriptions and verifiable founder histories, but they rely too heavily on a single primary case study.

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#### INFO DENSITY

Power-words vs. Substance ratio.

19

63% Reputation

Body substance is relatively high compared to industry peers, citing a specific blog migration case study with granular metrics (4,917 to 70,363 clicks). However, conceptual repetition is high, as the same 'holistic approach' and 'eye-level communication' phrases are recycled across all sub-pages. The power-word-to-specific-noun ratio in headings is moderate, balancing terms like 'Nachhaltige' with descriptive labels like 'SEO-Analysen' and 'Laufende Beratung'.

## SEMANTIC COHERENCE

Homepage promise vs. Sub-page reality.

17

85% Reputation

Strong alignment exists between the homepage Signal and sub-page Substance. The homepage promises a variety of services (GEO, UX, SEA) which are all substantiated with dedicated sub-pages describing specific methodologies and team leads. There are no contradictions between Enterprise claims and Local deliverables; the client list (ZEISS, ZDF, Gerolsteiner) matches the professional agency positioning across all sections.

## TRUST & PROOF

Verifiable evidence vs. Trust Theatre.

12

60% Reputation

### DIAGNOSIS: TRUST THEATRE

The claim to be the 'Nr. 1 in SEO' in the meta title is unsubstantiated by any third-party audit or award mentioned in the text. While review counts are displayed (up to 19 on SEA), `proof_links_count` remains at 1 or 2, indicating a lack of deep integration with third-party verification platforms beyond the schema. Testimonials from Sarah Weissensteiner and Sevim Üzümlü provide real names and titles, which partially mitigates the trust theatre flag.

### EVIDENCE: PROOF DENSITY

The proof density is weighted heavily toward one successful migration project. Outside of that specific case, the site relies on logos (Otto Office, Gerolsteiner) as a proxy for substance. Verifiable evidence (numbers and dates) is concentrated on 2 out of 6 pages, leaving the SEA and UX/CRO pages feeling more theoretical than proven by data.

## COMMODITY FINGERPRINT

Detection of industry clichés/templates.

8

53% Reputation

The site uses standard agency fingerprints such as '5 gute Gründe für artaxo' and 'Unser Vorgehen: Step 1, 2, 3.' While 'GEO & LLMO' is a modern, differentiated offering, the general value proposition of 'transparency and eye-level communication' is a common industry cliché. Boilerplate language is present in the FAQ sections, which contain generic responses across different service categories.

## IDENTITY & AUTHORITY

Expert verifiability & Schema depth.

12

80% Reputation

### DIAGNOSIS: AUTHORITY GAPS

Founders Marius Rühland and Tobias Hein have a verifiable digital footprint via LinkedIn and northdata registry links in the structured data. The agency's authority is bolstered by its 'SEO-Trainee.de' blog, which has a documented history since 2010. Technical credibility is high, evidenced by sophisticated JSON-LD graph usage and clean heading hierarchies that match their claims of technical SEO expertise.

### EVIDENCE: PERFORMANCE VS. CLAIMS

The disconnect is minimal due to the inclusion of a specific traffic growth chart and click metrics on the SEO and Content pages. However, the SEA page lacks specific campaign results (e.g., ROAS or CPA improvements) for its listed clients, relying instead on generic testimonials. The 'Nr. 1' claim in the meta data remains the most egregious performance-substance gap as it is never addressed or proven in the body text.

[See how to improve >](#)

## INDUSTRY MATCH & SCORE SUMMARY

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**Marketing, SEO & Advertising Agencies Reputation: artaxo GmbH  
(artaxo.com)**

**Reputation: 68 / 100**

### INDUSTRY CLASSIFICATION

Perfect match for the Marketing/SEO Agency category. The presence of technical SEO, LLMO/GEO services, and tracking setups confirms they operate as a full-funnel digital consultancy with the advertised expertise.

*"The score of 68 is driven by conceptual repetition and the lack of external verification for the 'Nr. 1' meta-claim. The agency scores very well in identity, authority, and technical implementation, preventing a higher BS rating. The 'GEO & LLMO' section acts as a significant substance-booster as it provides specific technical deliverables for a nascent field."*

### 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://artaxo.com> to view the most current version of its content and see directly what this company is about and what it offers.

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Verified Analysis Date: May 19, 2026

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