

AI Reputation Analysis and Signal Evaluation - Artis (???????????)

BRAND AI REPUTATION

Marketing, SEO & Advertising Agencies
Reputation: Artis (???????????)
(www.asobou.co.jp)

<https://www.asobou.co.jp>

Industry: Marketing, SEO & Advertising Agencies



REPUTATION LEVEL

MARKETING, SEO & ADVERTISING AGENCIES

54.8 Avg Reputation

Based on 1834 businesses audited.

HIGHER REPUTATION THAN AVERAGE

Artis (???????????) has 33.2 points more reputation than the average for Marketing, SEO & Advertising Agencies.

EXPERT VERDICT

This is a forensic-grade example of a substance-first agency. Artis avoids almost all common marketing bullshit patterns by replacing jargon with proprietary tools, named institutional clients, and external academic-style validation.

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INFO DENSITY

Power-words vs. Substance ratio.

26

87% Reputation

Artis exhibits an exceptionally high ratio of substance to fluff. Headings like NEWS, WORKS, and BLOG are purely functional, avoiding the typical power-word saturation seen in marketing agencies. Body text is dense with specific nouns and entities, citing named clients like ???? (Josai University) and ??????? (Seirei Social Welfare Community). The specificity is reinforced by naming the exact author (????) and publisher (?????) of their technical books, which serves as high-grade evidence of expertise.

SEMANTIC COHERENCE

Homepage promise vs. Sub-page reality.

19

95% Reputation

The homepage and sub-pages are perfectly aligned. The homepage promises website production and system development, which is exactly what the Service and Products pages deliver with granular detail. There is no shift from 'Enterprise' messaging to 'Cheap' packages; the Recruit page further validates the company's structure by listing specific roles for system engineers and UI/UX designers, mirroring the service offerings.

TRUST & PROOF

Verifiable evidence vs. Trust Theatre.

18

90% Reputation

DIAGNOSIS: TRUST THEATRE

Trust theatre is virtually absent. The review_count is 0 because the site avoids unverified, generic testimonials in favor of named Case Studies (Interview style) and external rankings. They substantiate claims of being a 'Usability' leader by citing a specific 1st place rank in the 'University Smartphone Site Usability Survey 2025-2026' by Nikkei BP Consulting. This is external, third-party validation rather than self-reported theatre.

EVIDENCE: PROOF DENSITY

The proof density is high. Almost every service claim is tethered to a product (Artis CMS), a book (Web Design Usability), or a specific award. The ratio of vague assertions to verifiable proof points is roughly 1:5, which is rare for the marketing agency sector. The presence of a dedicated 'Important' page explaining the history of their usability research since 1999 adds temporal depth to their authority.

COMMODITY FINGERPRINT

Detection of industry clichés/templates.

13

87% Reputation

While the site uses standard navigation like 'Services' and 'Works,' the content within is proprietary rather than commoditized. They promote a self-developed CMS and a form tool (Qubo) instead of generic 'growth hacking' services. The value proposition is differentiated by a 25-year history and specific focus on institutional usability, which is a significant departure from the 'creative performance' clichés used by most modern agencies.

IDENTITY & AUTHORITY

Expert verifiability & Schema depth.

12

80% Reputation

DIAGNOSIS: AUTHORITY GAPS

Authority is well-established through the publication of physical books and external awards (Shizuoka HP Grand Prix). However, a minor gap exists in the technical implementation as the schema_json is null for the provided pages, representing a missed opportunity for structured data (Organization or Person schema) that would technically validate the leadership of Yoshiki Ikeya. Despite this, the offline footprint of the founder provides sufficient real-world authority.

EVIDENCE: PERFORMANCE VS. CLAIMS

There is no disconnect between claims and evidence. The site claims expertise in medical and university sectors and then provides a portfolio exclusively populated by hospitals (Okazaki City Hospital, Matsuda Hospital) and universities (Shizuoka Sangyo University). Performance claims regarding usability are backed by specific dates (2022-2023 and 2025-2026 surveys), which are current relative to the system date.

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INDUSTRY MATCH & SCORE SUMMARY

Marketing, SEO & Advertising Agencies Reputation: Artis (???????????)

Reputation: 88 / 100

(www.asobou.co.jp)

INDUSTRY CLASSIFICATION

The company perfectly fits the Marketing and Web Development Agency category. The content confirms a focus on web design, SEO, listing ads, and proprietary CMS development, specifically targeting medical and educational sectors.

"The low score of 88 is driven by high specificity and zero trust theatre. The minor penalties applied are purely for the lack of structured data (schema) and the slight brevity of the Service page content. This site is in the top 1% of agency websites for substance."

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.asobou.co.jp> 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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