

AI Reputation Analysis and Signal Evaluation - BeShared

BRAND AI REPUTATION

Marketing, SEO & Advertising Agencies Reputation: BeShared (beshared.bg)

<https://beshared.bg>

Industry: Marketing, SEO & Advertising Agencies

55

REPUTATION / 100

B

MARKETING, SEO & ADVERTISING AGENCIES

54.9 Avg Reputation

Based on 1847 businesses audited.

REPUTATION LEVEL

HIGHER REPUTATION THAN AVERAGE

BeShared has 0.1 points more reputation than the average for Marketing, SEO & Advertising Agencies.

EXPERT VERDICT

BeShared presents as a high-volume social media factory disguised as an enterprise-grade agency. The 'Whoops, looks like something went wrong' errors on their own news pages are a terminal irony for a digital services provider.

[See how to improve >](#)

INFO DENSITY

Power-words vs. Substance ratio.

18

60% Reputation

The site manages a decent substance ratio by citing specific numbers: 650 clients, 2751 projects, and 12 countries. However, the heading fluff is noticeable in H2s like 'We are the partner of your success' and 'Thank you for your attention,' which occupy valuable real estate without providing data. Body text on service pages often leans on marketing adjectives such as 'uncompromising results' and 'strategically planned' without defining the underlying methodology.

SEMANTIC COHERENCE

Homepage promise vs. Sub-page reality.

12

60% Reputation

There is significant drift between the homepage signal and the sub-page substance. The homepage uses enterprise-level logos like Nestle, Danone, and Apple to project high-end authority, but the package-price page reveals a commoditized business model offering low-tier deliverables such as '8 unique posts' or '30 unique posts' per month. This transition from 'Full-Service Digital Partner' to 'Social Media Factory' creates a credibility gap for enterprise leads.

TRUST & PROOF

Verifiable evidence vs. Trust Theatre.

8

40% Reputation

DIAGNOSIS: TRUST THEATRE

The agency displays an extensive 'logo soup' of major global brands (IKEA, Apple, Nestle) but provides zero verified reviews (review_count: 0) and minimal external proof paths (proof_links_count: 2). The 'Projects' section contains case study titles with enticing hooks like 'reach millions with a minimal budget' but lacks the technical depth or third-party verification required to move beyond trust theatre.

EVIDENCE: PROOF DENSITY

The ratio of verifiable evidence is low. While 2,751 projects are claimed, only a dozen or so are listed, and none link to external verification or detailed performance metrics. The site relies on the visual weight of client logos to substitute for deep substance and technical attribution.

COMMODITY FINGERPRINT

Detection of industry cliches/templates.

7

47% Reputation

The value proposition relies heavily on industry clichés such as 'we are the partner of your success' and 'professional results.' While the transparency of the pricing packages is unique for the Bulgarian market, the marketing copy for individual services (e.g., SEO is a set of technologies to make your website liked by Google) is extremely basic and could be copy-pasted onto any junior freelancer's site.

IDENTITY & AUTHORITY

Expert verifiability & Schema depth.

10

67% Reputation

DIAGNOSIS: AUTHORITY GAPS

Authority is anchored to founder Borislav Aitov, and the site includes proper Organization schema with sameAs links to social profiles. A major authority gap exists in the technical implementation; several sub-pages (News, Contacts) show an H1 error 'Whoops, looks like something went wrong,' which is a critical failure for an agency claiming 'technical excellence' and 'web development' services.

EVIDENCE: PERFORMANCE VS. CLAIMS

The site makes bold performance claims like 'unbelievable results in 30 days' and 'reach millions,' yet the project descriptions for high-profile clients like ASUS and DoppelHerz are limited to generic statements like 'complete support of the Facebook page.' There is no evidence of the 'millions' reached or the specific ROI generated for these major brands.

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INDUSTRY MATCH & SCORE SUMMARY

Marketing, SEO & Advertising Agencies Reputation: BeShared (beshared.bg)

Reputation: 55 / 100

INDUSTRY CLASSIFICATION

The content perfectly aligns with the Marketing and Advertising category, focusing on service offerings like SEO, Facebook Ads, Google Ads, and Influencer marketing. The presence of detailed package pricing and a portfolio of enterprise clients confirms the agency status.

"The score is primarily driven by the Trust and Proof pillar due to the lack of verified results despite high-tier client claims, and the Identity and Authority pillar due to technical errors on the site. Information density is moderate because of the specific project counts and pricing transparency."

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

Verified Analysis Date: August 3, 2026

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