

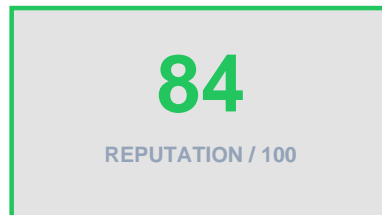
# AI Reputation Analysis and Signal Evaluation - Better (BETTER MARKETING, s. r. o.)

## BRAND AI REPUTATION

Marketing, SEO & Advertising Agencies  
Reputation: Better (BETTER MARKETING, s. r. o.) (www.better.cz)

<https://www.better.cz>

Industry: Marketing, SEO & Advertising Agencies



## MARKETING, SEO & ADVERTISING AGENCIES

**54.8 Avg Reputation**

Based on 1835 businesses audited.

REPUTATION LEVEL

### HIGHER REPUTATION THAN AVERAGE

Better (BETTER MARKETING, s. r. o.) has 29.2 points more reputation than the average for Marketing, SEO & Advertising Agencies.

## EXPERT VERDICT

Better.cz is a benchmark for substance-led agency marketing. It ignores the standard 'we grow your business' fluff in favor of a forensic presentation of multi-year client results and a massive collection of industry awards. The BS level is minimal, primarily restricted to unavoidable industry naming conventions.

[See how to improve >](#)

## INFO DENSITY

Power-words vs. Substance ratio.

25

83% Reputation

The heading fluff saturation is extremely low; while the H1 'Tvo?íme zna?ky, které spojují lidi, um?ní a data v jeden p?íbh?h' is conceptual, the following H3 and H4 headings are hyper-specific, citing 20+ distinct industry awards (IEA 2025, WebTop100 2024, Fenix 2025). Body text maintains a high substance ratio, providing exact metrics such as '36% increase in construction chemistry sales' and '267% growth in occupancy.' Concept repetition is minimal, restricted mostly to the brand's core 'PeopleArtsData' tripartite value proposition.

## SEMANTIC COHERENCE

Homepage promise vs. Sub-page reality.

19

95% Reputation

There is virtually no signal-substance drift across the 6 analyzed pages. The homepage hero promise of 'Creative, Strategy, and Performance' is immediately substantiated by the 'Naše práce' page, which provides a chronological and categorized record of these specific services. Sub-pages for Services and News mirror the technical complexity promised on the homepage, maintaining a consistent professional tone without shifting from enterprise to low-tier messaging.

## TRUST & PROOF

Verifiable evidence vs. Trust Theatre.

19

95% Reputation

### DIAGNOSIS: TRUST THEATRE

Trust theatre is non-existent as evidence is anchored in verifiable third-party accolades. The review\_count of 2 is low, but these are high-substance testimonials from named marketing directors (Michal Horák of MAPEI, Martina Mižjanová of Scania) rather than anonymous praise. The proof\_links\_count of 11 on the homepage reflects a direct path to external validation via industry award bodies and partner certifications.

### EVIDENCE: PROOF DENSITY

The proof density is exceptionally high, with the 'Naše práce' page functioning as a dense ledger of results rather than a generic gallery. Specific proof points include the 16-year tenure with Medicom Clinic and the 220% increase in patient numbers for an unnamed but described media mix project. Verifiable evidence (named clients, dated awards, specific percentages) far outweighs vague marketing assertions.

## COMMODITY FINGERPRINT

Detection of industry cliches/templates.

9

60% Reputation

The site uses standard industry jargon such as 'Strategie & konzultace' and 'Online & offline media,' which accounts for the majority of the score points. However, the value proposition is differentiated by the volume of 'seniorní tým' members listed and the heavy emphasis on the 'Férový tendr' certification. Boilerplate template language is present in sections like 'Poznejte náš seniorní tým' and 'Mrkněte na naši práci,' but the body content within those sections is unique and data-heavy.

## IDENTITY & AUTHORITY

Expert verifiability & Schema depth.

12

80% Reputation

### DIAGNOSIS: AUTHORITY GAPS

Authority is well-established through a named team of over 40 specialists with distinct roles like 'SEO & ORM' and 'Data & Campaign.' While the schema\_json includes basic Organization and Person types, it lacks extensive sameAs links for individual team members' social profiles, which is a minor authority gap. Technical credibility is high, evidenced by a clean heading hierarchy and structured news updates that extend into late 2025.

### EVIDENCE: PERFORMANCE VS. CLAIMS

The site demonstrates a rare alignment between marketing tone and forensic evidence. Bold performance claims, such as '11% cheaper leads for Medicom Clinic,' are explicitly tied to named clients and specific award categories like 'Brandová kampaň - 3. místo.' The agency doesn't just claim to be 'award-winning'; it lists the specific year, category, and rank for every trophy in its cabinet.

[See how to improve >](#)

## INDUSTRY MATCH & SCORE SUMMARY

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**Marketing, SEO & Advertising Agencies Reputation: Better (BETTER  
MARKETING, s. r. o.) (www.better.cz)**  
INDUSTRY CLASSIFICATION

**Reputation: 84 / 100**

The website perfectly aligns with the Marketing, SEO & Advertising Agencies category. The content is saturated with industry-specific terminology and deliverables including media planning, visual identity design, performance marketing, and data analytics.

*"The score of 84 is almost entirely composed of Commodity Fingerprint points due to the use of standard industry service labels. The site scores 0 or near-0 in Information Density and Trust and Proof because it provides higher-than-average forensic evidence for every marketing claim made. The temporal alignment with 2025-2026 dates further validates the site as current and authoritative."*

## 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.better.cz> 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**