

AI Reputation Analysis and Signal Evaluation - Citysem

BRAND AI REPUTATION

Marketing, SEO & Advertising Agencies Reputation: Citysem (www.citysem.es)

https://www.citysem.es

Industry: Marketing, SEO & Advertising Agencies



MARKETING, SEO & ADVERTISING AGENCIES

54.8 Avg Reputation

Based on 1834 businesses audited.

REPUTATION LEVEL

HIGHER REPUTATION THAN AVERAGE

Citysem has 18.2 points more reputation than the average for Marketing, SEO & Advertising Agencies.

EXPERT VERDICT

Citysem is a high-substance local agency with a minor 'top agency' marketing sheen. It avoids the typical agency trap of claiming proprietary magic, opting instead to prove competence through a transparent and localized portfolio.

[See how to improve >](#)

INFO DENSITY

Power-words vs. Substance ratio.

24

80% Reputation

Information density is remarkably high for the agency sector. While it uses some power words like 'transformamos' and 'valor diferencial,' it grounds these in specific nouns such as 'fotografia 360,' 'Prestashop,' and 'vídeo dron.' The body substance ratio is favorable, moving quickly from marketing claims to specific project descriptions for clients like Garame and Ecoinertes, which reduces the fluff-to-substance distance.

SEMANTIC COHERENCE

Homepage promise vs. Sub-page reality.

18

90% Reputation

There is minimal semantic drift between the homepage promise and sub-page reality. The homepage H1 'Agencia de Marketing Digital en Granada' sets a local/regional expert expectation that is fully supported by case studies of businesses based in Granada and surrounding areas, such as Taberna La Esquinita and Inmobiliaria UNO. No identity shifts or conflicting service tiers were detected.

TRUST & PROOF

Verifiable evidence vs. Trust Theatre.

12

60% Reputation

DIAGNOSIS: TRUST THEATRE

Trust signals are generally robust with a review count of 105 and 6 proof links per page, though some claims lack direct verification paths. Specifically, the assertion of being the '2nd best valued agency in Andalusia' and 'Top 10 in Spain' lacks a specific attribution link to a third-party ranking entity like Clutch or Sortlist. This creates a minor trust gap where the user is expected to take the 'top' status at face value without seeing the methodology.

EVIDENCE: PROOF DENSITY

Proof density is high, with over 20 named businesses referenced across the pages. Verifiable evidence points include specific CMS mentions (Prestashop, WordPress) and multimedia deliverables (drone video, Instagram strategy results). The ratio of vague assertions to substantiated case studies is approximately 1:4, which is superior to industry averages.

COMMODITY FINGERPRINT

Detection of industry cliches/templates.

8

53% Reputation

The site exhibits a noticeable template fingerprint in its portfolio structure. Every sub-page analyzed concludes with the identical H2 section 'Incluso si no tienes claro lo que necesitas, podemos ayudarte' and repetitive CTA blocks. The value proposition 'webs que venden' (sites that sell) is an industry cliché found in the generic_claims dictionary, though it is salvaged by the variety of real-world implementations shown.

IDENTITY & AUTHORITY

Expert verifiability & Schema depth.

11

73% Reputation

DIAGNOSIS: AUTHORITY GAPS

Authority gaps exist primarily at the individual expert level. While Jorge Buj is identified as the founder in the schema, the 'CityTeam' author tag on blog marketing content is generic, and there are no individual Person schema objects or sameAs links for team specialists. This results in an organization-led authority model that obscures the specific human expertise behind the services.

EVIDENCE: PERFORMANCE VS. CLAIMS

The disconnect is low because the marketing tone is consistently backed by named client results. However, the claim to 'understand your model better than anyone' is an unverifiable value prop cliché. The site provides high proof density through its portfolio, which mitigates the standard agency 'hot air' patterns.

[See how to improve >](#)

INDUSTRY MATCH & SCORE SUMMARY

Marketing, SEO & Advertising Agencies Reputation: Citysem
(www.citysem.es)

Reputation: 73 / 100

INDUSTRY CLASSIFICATION

The website perfectly aligns with the Marketing, SEO & Advertising Agencies category. Its content focuses on technical service delivery including web development, Google Ads (SEM), and SEO positioning, substantiated by a multi-sector portfolio.

"The score of 73 indicates low bullshit levels. The primary drivers of the score are the lack of direct links to the ranking sources (Trust) and the repetitive template footprints on sub-pages (Commodity). The information density is strong, preventing the score from entering the high-BS range."

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.citysem.es> 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 16, 2026

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