

AI Reputation Analysis and Signal Evaluation - CKDIGITAL

BRAND AI REPUTATION

Marketing, SEO & Advertising Agencies Reputation: CKDIGITAL (ckdigital.com)

https://ckdigital.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

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

EXPERT VERDICT

CKDIGITAL is a substance-first agency that uses marketing fluff as a wrapper rather than a core. It provides forensic-level case studies with named clients and specific technical features, a rarity in the agency space. The only minor 'bullshit' elements are the lack of third-party verification for its massive review counts and aging project dates.

[See how to improve >](#)

INFO DENSITY

Power-words vs. Substance ratio.

22

73% Reputation

The site manages to balance common power words like 'Beautiful' and 'Bespoke' with high-density specific nouns and numbers. The homepage anchors its claims in temporal fact ('Since 2011') and volume ('over 450 projects'). Case studies, particularly for SIFAX Group and FMDQ OTC PLC, move beyond fluff into specific technical protocols like 'real time market data feeds' and 'AJAX to refresh data automatically,' providing a high substance-to-marketing ratio.

SEMANTIC COHERENCE

Homepage promise vs. Sub-page reality.

18

90% Reputation

Alignment across the 6 analyzed pages is exceptional. The homepage promise of 'Beautiful websites that get results' is directly substantiated by sub-pages that detail 'Improved User Experience' for Vitafoam and 'Better Presentation of Data' for FMDQ. There is no evidence of the common 'Enterprise' to 'Local Package' drift; the agency maintains a consistent focus on mid-to-large scale corporate entities throughout.

TRUST & PROOF

Verifiable evidence vs. Trust Theatre.

14

70% Reputation

DIAGNOSIS: TRUST THEATRE

The review_count is high (up to 411 on some pages), but the proof_links_count is 1, indicating that reviews are largely self-hosted and not externally verified via third-party platforms like Clutch. However, the 'Trust Theatre' penalty is minimized because the testimonials are not anonymous; they cite specific names like Banji Fehintola (President CFA Society Nigeria) and Samuel Shekwoduza (Vitafoam Nig. Plc).

EVIDENCE: PROOF DENSITY

The ratio of verifiable evidence to assertions is high. The site provides 8+ distinct instances of specific evidence, including the age of client relationships (5 years with Vitafoam) and the technical scope of projects (hundreds of pages for FMDQ). Unsubstantiated claims are rare and usually function as headers for detailed body text.

COMMODITY FINGERPRINT

Detection of industry cliches/templates.

8

53% Reputation

CKDIGITAL uses several industry clichés found in the pattern dictionary, such as 'stand out in a noisy marketplace' and 'attract the right people.' The offer of a 'Free 30-Minute Strategy Session' is a standard agency template fingerprint. Despite these generic tropes, the site's process section (Step 1-4) is grounded in specific deliverables like 'Brand Guideline Development' rather than just 'synergy' or 'leverage.'

IDENTITY & AUTHORITY

Expert verifiability & Schema depth.

11

73% Reputation

DIAGNOSIS: AUTHORITY GAPS

While the Organization schema is present and clean, there is a lack of Person schema for the founders or key experts mentioned in testimonials (e.g., 'Thanks Charles and Team'). Most content is dated 2019, which makes the proof paths appear aging or stale by the 2026 anchor date. This suggests a potential gap in current technical authority or an outdated portfolio.

EVIDENCE: PERFORMANCE VS. CLAIMS

The marketing tone is confident but rarely crosses into the 'guaranteed results' red flag territory. Bold performance claims such as 'increasing traffic' are substantiating by showing UI improvements (e.g., Vitafoam's 'Comfort Center Finder') rather than just vanity metrics. The disconnect between 'world-class delivery' and the lack of external third-party badges is the only significant gap.

[See how to improve >](#)

INDUSTRY MATCH & SCORE SUMMARY

Marketing, SEO & Advertising Agencies Reputation: CKDIGITAL (ckdigital.com)

Reputation: 73 / 100

INDUSTRY CLASSIFICATION

The content strongly confirms the classification as a Marketing, SEO & Advertising agency, specifically focusing on web design and branding. The inclusion of technical deliverables like e-commerce development, AJAX data integration, and brand guideline development validates the agency's primary signal.

"The low score of 73 is driven by high specificity in case studies and consistent cross-page messaging. Points were deducted primarily for 'Trust Theatre' (unverified review counts) and 'Commodity Fingerprint' (use of common marketing clichés and generic value propositions like 'strategic website design')."

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://ckdigital.com> 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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