

AI Reputation Analysis and Signal Evaluation - Con M de Marketing (Marta Giménez)

BRAND AI REPUTATION

Marketing, SEO & Advertising Agencies Reputation: Con M de Marketing (Marta Giménez) (conmdemarketing.es)

<https://conmdemarketing.es>

Industry: Marketing, SEO & Advertising Agencies

68

REPUTATION / 100

B

MARKETING, SEO & ADVERTISING AGENCIES

54.9 Avg Reputation

Based on 1843 businesses audited.

REPUTATION LEVEL

HIGHER REPUTATION THAN AVERAGE

Con M de Marketing (Marta Giménez) has 13.1 points more reputation than the average for Marketing, SEO & Advertising Agencies.

EXPERT VERDICT

A refreshing anomaly in the agency space that trades generic 'ROI-driven' fluff for granular pricing and structured service tiers. It suffers from the 'cobbler's shoes' syndrome?technical SEO errors like missing H1s and a missing portfolio?but its transparency significantly lowers the overall BS factor.

See how to improve >

INFO DENSITY

Power-words vs. Substance ratio.

22

73% Reputation

The site exhibits high substance through rare pricing transparency. Body text explicitly details service tiers (Level 1: 1050-1800 euro per month, Level 2: from 2500 euro) and program specifics (8 sessions, 3-month duration). Fluff is restricted to minor power-word usage in H3 tags like 'Dale un giro a tu marketing,' but the body content compensates with technical deliverables and structured methodologies.

SEMANTIC COHERENCE

Homepage promise vs. Sub-page reality.

17

85% Reputation

Alignment between the homepage and sub-pages is exceptionally tight. The homepage H1 'Si el marketing es el corazon del negocio' introduces the integration concept, which is logically expanded in the 'La Agencia' page through the Co-Marketing levels. There is no disconnect between the 'strategic partner' signal and the tactical service descriptions; the pricing levels reflect the increasing depth of integration promised.

TRUST & PROOF

Verifiable evidence vs. Trust Theatre.

9

45% Reputation

DIAGNOSIS: TRUST THEATRE

The site reports a review count of 4 to 5 across pages, but the proof links count is low (1), indicating a lack of direct pathways to third-party verification like Google Business or Clutch. While the founder claims a 'Top 200 LinkedIn' status and '#1 Social Media' ranking, these are presented as text without verified outbound proof links in the provided data. This creates a minor trust gap where authority is claimed but not externally anchored.

EVIDENCE: PROOF DENSITY

The ratio of evidence to claims is moderate. The site provides specific evidence of 'what' you get (deliverables, prices, sessions) but lacks evidence of 'what happened' for others (metrics, logos, case studies). Specific proof points like the LinkedIn ranking are cited but lack the forensic backing of a linked third-party directory.

COMMODITY FINGERPRINT

Detection of industry cliches/templates.

10

67% Reputation

The site avoids the 'not your average agency' cliché by actually behaving unlike an average agency?specifically by publishing its price list. The 'Co-Marketing' term is a slight rebrand of standard fractional services, but the granular detail in the 'Emprende con Sentido' program (Copywriting, 8 sessions, 5-section web) prevents the value proposition from being a generic copy-paste candidate.

IDENTITY & AUTHORITY

Expert verifiability & Schema depth.

10

67% Reputation

DIAGNOSIS: AUTHORITY GAPS

Authority is tied heavily to the founder, Marta Giménez, who is well-represented in schema (Person schema, job titles, social links). However, there is a technical credibility gap due to missing H1 tags on multiple pages (Homepage, Contacto, La Agencia), which conflicts with claims of 'digital excellence.' The expert footprint is strong but lacks the depth of a broader team, suggesting a personality-led model.

EVIDENCE: PERFORMANCE VS. CLAIMS

The site makes bold claims regarding market leadership ('Nivel 3: Liderazgo de Mercado') without providing named client case studies or specific revenue growth metrics to back them up. While the methodology is clear, the actual results achieved for past clients are absent from the crawled data, forcing the user to trust the process rather than the track record.

[See how to improve >](#)

INDUSTRY MATCH & SCORE SUMMARY

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Reputation: 68 / 100

INDUSTRY CLASSIFICATION

The site perfectly aligns with the Marketing & Advertising Agency category, focusing on branding, fractional CMO services, and strategic consulting. The content avoids traditional 'hands-off' outsourcing jargon in favor of a 'Co-Marketing' integration model.

"The score of 68 reflects a low-BS profile, primarily driven by the 'La Agencia' page's pricing transparency, which neutralizes many commodity penalties. The points earned come mostly from the 'Trust and Proof' pillar due to the absence of a visible portfolio and the 'Information Density' pillar for repetitive value slogans on the homepage."

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://conmdemarketing.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: July 6, 2026

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