

AI Reputation Analysis and Signal Evaluation - Crabs Media

BRAND AI REPUTATION

Marketing, SEO & Advertising Agencies
Reputation: Crabs Media
(www.crabsmedia.com)

https://www.crabsmedia.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

Crabs Media has 2.2 points more reputation than the average for Marketing, SEO & Advertising Agencies.

EXPERT VERDICT

Crabs Media is a legitimate, niche-specialized agency with a high-profile client roster in the health sector, but its website is currently optimized for 'Vibes and Narratives' rather than 'Proof and Performance.' It effectively avoids the worst 'Growth Hacking' jargon, yet hides all measurable ROI behind a wall of corporate adjectives.

[See how to improve >](#)

INFO DENSITY

Power-words vs. Substance ratio.

17

57% Reputation

The site maintains a moderate substance-to-fluff ratio by naming specific, well-known clients such as Smile Hair Clinic and Esteworld. However, the headings often lean into vague power words like 'Strategic Planning' and 'Digital Power' without immediate technical context. Body text frequently uses qualitative adjectives ('significant increase', 'serious jump') instead of quantitative data (e.g., +150% organic traffic). For instance, the Galen Görüntüleme case study mentions locational keywords but fails to cite any specific ranking positions achieved.

SEMANTIC COHERENCE

Homepage promise vs. Sub-page reality.

16

80% Reputation

Homepage and sub-pages are largely aligned, focusing on the agency's primary mission of 'Kurumsal Web Tasarım' (Corporate Web Design) and SEO. There is a slight drift from the generalist claim of 'thousands of customers' on the homepage to a very narrow medical/health tourism focus in all five provided case studies. While consistent in quality, the site's substance proves they are a niche medical marketing agency rather than the broad 'digital marketing agency' the hero section suggests.

TRUST & PROOF

Verifiable evidence vs. Trust Theatre.

9

45% Reputation

DIAGNOSIS: TRUST THEATRE

Trust is built primarily through 'Trust Theatre' patterns displaying logos of high-profile medical clinics rather than verified external proof paths. While case studies are extensive narratives, they lack proof links to third-party audit tools or verified review platforms like Clutch or Google Business Profile. The schema displays a review_count of 2 on case pages without providing the actual review text or a link to verify the source.

EVIDENCE: PROOF DENSITY

Proof density is high in terms of 'Named Entities' (Client Names) but low in terms of 'Verifiable Metrics.' The site effectively proves it has a client list (Substance), but fails to prove the actual impact of its work through data (BS). The ratio of vague assertions like 'reached the top level' to hard data points is roughly 10:0.

COMMODITY FINGERPRINT

Detection of industry cliches/templates.

6

40% Reputation

The agency relies on standard industry templates for its 'Success Stories' and service descriptions, matching cliches like 'SEO-oriented structure' and 'User-centered design.' The value proposition pun 'İmdiYEN-GEÇZaman' (a play on 'Crab' and 'Surpassing/Renewal') is unique to the brand, but the underlying service delivery descriptions could be copy-pasted onto almost any Istanbul-based SEO agency. Boilerplate 'Process' sections lack unique methodology names or proprietary framework details.

IDENTITY & AUTHORITY

Expert verifiability & Schema depth.

9

60% Reputation

DIAGNOSIS: AUTHORITY GAPS

There is a significant authority gap regarding the human element; no team members, founders, or specialists are named or featured. While the Organization schema is well-implemented with sameAs links to social profiles, the absence of Person schema or team bios creates a 'faceless agency' profile. This is a red flag for a service business claiming expertise in high-stakes fields like medical SEO.

EVIDENCE: PERFORMANCE VS. CLAIMS

The disconnect lies between the bold claims of 'Global Success' and the lack of specific evidence. Every case study claims to have increased 'traffic' and 'conversions' but not a single page provides a baseline (before) or a result (after) using numbers. For a 'data-driven' industry, the total absence of a single percentage sign or currency figure across 6 pages of marketing content is a major substance deficit.

[See how to improve >](#)

INDUSTRY MATCH & SCORE SUMMARY

Marketing, SEO & Advertising Agencies Reputation: Crabs Media

Reputation: 57 / 100

(www.crabsmedia.com)

INDUSTRY CLASSIFICATION

The site perfectly aligns with the Marketing and SEO Agency category, specifically targeting the medical tourism and healthcare sectors in Turkey. The content focuses on SEO, web development, and digital ad management for clinics and surgeons.

"The score of 57 reflects a moderate BS level. Points were primarily docked for the absence of quantitative performance data in case studies (Trust & Proof) and the total anonymity of the agency's staff (Identity & Authority). The site avoided a higher score due to its high 'Substance' in naming actual, verifiable global clients."

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.crabsmedia.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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