

AI Reputation Analysis and Signal Evaluation - Degordian

BRAND AI REPUTATION

Marketing, SEO & Advertising Agencies Reputation: Degordian (degordian.com)

https://degordian.com

Industry: Marketing, SEO & Advertising Agencies



MARKETING, SEO & ADVERTISING AGENCIES

54.8 Avg Reputation

Based on 1835 businesses audited.

REPUTATION LEVEL

HIGHER REPUTATION THAN AVERAGE

Degordian has 7.2 points more reputation than the average for Marketing, SEO & Advertising Agencies.

EXPERT VERDICT

Degordian is a legitimate, structurally sophisticated agency holding group currently suffering from content fossilization. While it successfully proves the existence of its specialized units and products, it relies heavily on aging 2024 proof points to support a 2026 'Next Level' positioning.

[See how to improve >](#)

INFO DENSITY

Power-words vs. Substance ratio.

15

50% Reputation

The heading fluff saturation is high, with H1 and H2 tags like 'We are a digital-first agency that helps businesses advance to the next level' and 'IMPACT AS OUR EVERYDAY GOAL' relying on power words without nouns. However, the body substance ratio is salvaged by specific entity naming, such as the sister companies 'Determ' and 'Stethoscope' and the initiatives like 'HR.Weekend.' Concept repetition is noted with 'Next Level' and 'Specialized Agencies' appearing across all six analyzed pages without adding incremental data.

SEMANTIC COHERENCE

Homepage promise vs. Sub-page reality.

16

80% Reputation

A significant drift exists between the homepage claim of a 'Next Level' mindset and the sub-page evidence. While the hero section promises current innovation, the Tech and Marketing sub-pages are supported by 'Featured Posts' dating as far back as 2022 and 2024, creating a disconnect between the 'digital-first' signal and a stagnant content reality. The structure of specialized agencies is consistent, but the 'recent work' is increasingly historical relative to the May 2026 anchor.

TRUST & PROOF

Verifiable evidence vs. Trust Theatre.

12

60% Reputation

DIAGNOSIS: TRUST THEATRE

The site maintains a review_count of 3 and a proof_links_count of 2, avoiding aggressive trust theatre flags. However, a major proof failure occurs in the 'Company Highlights' section where the crawler detects '0 Industry awards' and '0 Offices' despite the body text claiming 'more than eight' awards and listing four physical locations. Bold claims like 'exceptional results' and 'measurable profit' lack specific linked ROI data or verified case metrics.

EVIDENCE: PROOF DENSITY

The proof density is moderate; the site successfully identifies real client entities (UMBOSS, Ahelon) and proprietary products (Determ), but the ratio of verifiable metrics to vague assertions is low. For every 10 claims of 'impact,' there is only 1 named client project. Furthermore, the reliance on blog content from 2022 to support 2026 technical positioning creates a stale proof environment.

COMMODITY FINGERPRINT

Detection of industry cliches/templates.

8

53% Reputation

The site heavily utilizes industry clichés such as 'strategy with substance,' 'performance-driven solutions,' and 'tech with purpose,' which matches the generic_claims and jargon dictionary. The value proposition of 'specialized agencies' is a common agency-model pivot, though the integration of a proprietary tool like 'Stethoscope' provides a minor degree of differentiation from pure-service competitors. Template fingerprints are evident in standard 'Our Services' and 'Recent Work' blocks.

IDENTITY & AUTHORITY

Expert verifiability & Schema depth.

11

73% Reputation

DIAGNOSIS: AUTHORITY GAPS

Authority is concentrated in a single named individual, Mia Bu?i? (Head of Marketing & PR), who appears across contact and press sections. However, the site lacks Person schema or SameAs links to professional profiles to verify her expertise or the background of the broader leadership team. While the Organization schema is present and includes social media links, it fails to define specific technical expertise or founder history that would cement its authority claims.

EVIDENCE: PERFORMANCE VS. CLAIMS

The site's marketing tone claims to 'transform digital presence' and 'drive real results,' but the actual case studies provided (UMBOSS, Ahelon) lack granular metrics like conversion lift or revenue growth. The Sarcoma awareness campaign mentions industry recognition but provides no link to the specific award or the year it was received. This results in a gap where performance is asserted but the 'substance' is purely descriptive.

[See how to improve >](#)

INDUSTRY MATCH & SCORE SUMMARY

Marketing, SEO & Advertising Agencies Reputation: Degordian (degordian.com)

Reputation: 62 / 100

INDUSTRY CLASSIFICATION

The site is a textbook match for the Marketing, Tech, and HR agency category. The content confirms a pivot from a social media agency to a specialized multi-unit agency holding structure.

"The score of 62 is driven primarily by Information Density (power-word saturation in headings) and Trust and Proof (stale dates on evidence). The site avoids a 'High BS' score because it provides named client entities and proprietary software products, which constitute genuine substance."

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://degordian.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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