

AI Reputation Analysis and Signal Evaluation - DEJAN

BRAND AI REPUTATION

Marketing, SEO & Advertising Agencies Reputation: DEJAN (dejanmarketing.com)

https://dejanmarketing.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

DEJAN has 25.2 points more reputation than the average for Marketing, SEO & Advertising Agencies.

EXPERT VERDICT

DEJAN is a rare high-substance agency that successfully backs its 'AI SEO' branding with actual technical discourse. The site's BS score is driven almost exclusively by technical trust theatre flags and standard service-page boilerplate, rather than a lack of expertise.

[See how to improve >](#)

INFO DENSITY

Power-words vs. Substance ratio.

26

87% Reputation

The site exhibits high information density with a low heading fluff saturation; headings like Answer Engine Optimisation (AEO) and Product Image Optimisation With Chrome's Convolutional Neural Network provide high technical specificity. While some homepage case study summaries contain placeholder '0%' values (likely a crawl error), the actual substance in the body text is high, referencing 'bespoke internal link recommendation engines' and 'language models.' The ratio of specific technical nouns to power words is superior to industry averages.

SEMANTIC COHERENCE

Homepage promise vs. Sub-page reality.

17

85% Reputation

There is strong alignment between the primary signal of an AI SEO Agency and the sub-page content, which deep-dives into machine learning and re-ranking algorithms. Minor drift occurs on the PPC packages page where the positioning shifts from high-level innovation to standard tiered management fees starting at \$500, which slightly dilutes the premium 'Enterprise' narrative found on the homepage. However, the blog content (Step 5) provides massive semantic support for the homepage's innovation claims.

TRUST & PROOF

Verifiable evidence vs. Trust Theatre.

13

65% Reputation

DIAGNOSIS: TRUST THEATRE

The site triggers a Trust Theatre flag because it displays significant review counts (32 on Testimonials, 19 on Homepage) while the proof_links_count remains at 0 across all pages, meaning reviews aren't directly linked to third-party platforms like Google or Clutch in the crawl data. However, this is partially mitigated by the extreme specificity of the testimonials, which include full names, titles, and company logos (Zendesk, Household Capital, Trade and Investment Queensland). The 'Acknowledgments and Awards' section includes a high-authority quote from a government managing director, increasing credibility despite the lack of outbound proof links.

EVIDENCE: PROOF DENSITY

Proof density is high relative to the industry. The analyst counted over 15 named client testimonials with specific project outcomes and dated technical blog posts (as recent as September 2025 in the system temporal window). This outweighs the vague assertions of 'world-class services' found in the service descriptions.

COMMODITY FINGERPRINT

Detection of industry cliches/templates.

11

73% Reputation

The commodity fingerprint is low due to the use of unique terms like 'Answer Engine Optimisation' and mentions of proprietary tools. Cliché matches are found primarily on the PPC and Facebook service pages ('ROI-driven,' 'Expert account setup'), which follow a more standard agency template. Boilerplate sections like 'Frequently Asked Questions' and 'Get in Touch' are present but contain specific internal process details that prevent them from being pure commodity fluff.

IDENTITY & AUTHORITY

Expert verifiability & Schema depth.

13

87% Reputation

DIAGNOSIS: AUTHORITY GAPS

Authority gaps are minimal; the site identifies specific experts (Dan Petrovic, Nik Ranger, Tasmin Niha) and associates them with technical blog content. Schema JSON-LD is correctly implemented as Organization, and the blog archive dating back to 2010 (as seen in the archive list) establishes long-term industry presence. Technical credibility is high, with no broken heading hierarchies or missing metadata in the provided data.

EVIDENCE: PERFORMANCE VS. CLAIMS

There is a slight disconnect in the homepage summary where case study metrics are listed as '0%', which contrasts with the bold '60% increase' in the H3 tag above it. However, the Testimonials page provides the missing context with specific figures such as a '64% traffic increase' and '15 major keywords in top 3 positions.' The claims generally match the depth of the technical evidence provided in the blog posts.

[See how to improve >](#)

INDUSTRY MATCH & SCORE SUMMARY

Marketing, SEO & Advertising Agencies Reputation: DEJAN
(dejanmarketing.com)

INDUSTRY CLASSIFICATION

Reputation: 80 / 100

The site is an exact match for the Marketing, SEO & Advertising Agencies category, specifically positioning

itself as a technical specialist in AI-driven search visibility. The content is heavily focused on search engine algorithms, machine learning, and data-driven performance, confirming its classification.

"The score of 80 reflects a high-substance site. The primary points were lost in the Trust and Proof pillar (7/20) due to the absence of outbound proof links for reviews, and the Commodity Fingerprint pillar (4/15) for standard service-page cliches."

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://dejanmarketing.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 16, 2026

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