

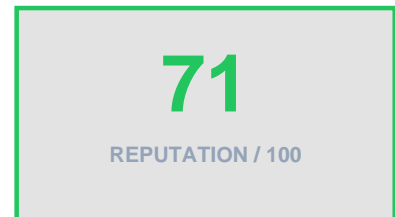
# AI Reputation Analysis and Signal Evaluation - Digital Star (UAB Interneto ?vaig?d?)

## BRAND AI REPUTATION

### Marketing, SEO & Advertising Agencies Reputation: Digital Star (UAB Interneto ?vaig?d?) (digitalstar.lt)

<https://digitalstar.lt>

Industry: Marketing, SEO & Advertising Agencies



REPUTATION LEVEL

## MARKETING, SEO & ADVERTISING AGENCIES

### 54.8 Avg Reputation

Based on 1834 businesses audited.

#### HIGHER REPUTATION THAN AVERAGE

Digital Star (UAB Interneto ?vaig?d?) has 16.2 points more reputation than the average for Marketing, SEO & Advertising Agencies.

## EXPERT VERDICT

Digital Star is a technically competent agency that actually understands the shifting landscape of AI-driven search, but it still hides behind the 'logo wall' rather than providing hard ROI data. The experience-date discrepancy is the only major 'hot air' element in an otherwise substance-heavy technical profile. It is a 'Low BS' site that prioritizes technical proof over marketing theater.

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## INFO DENSITY

Power-words vs. Substance ratio.

19

63% Reputation

The site exhibits a mixed density of substance. While H2 headings such as Reklamos paslaugos parentos rezultatais (Advertising services based on results) use generic power words, the body text provides concrete details, such as the use of WordPress, WooCommerce, and Stripe for the iFix project. However, the claim of '15+ years of experience' in the meta description is mathematically inconsistent with the 2015 founding date listed in the schema data, creating a 4-year substance gap. The blog content on GEO and AEO is surprisingly technical, citing specific AI platforms like Copilot and Gemini rather than relying on pure fluff.

## SEMANTIC COHERENCE

Homepage promise vs. Sub-page reality.

17

85% Reputation

The homepage signal is well-aligned with sub-page delivery, focusing heavily on search optimization. There is minor drift in the 'M?s? darbai' section where the homepage implies high-level strategic 'results,' but the portfolio focuses mostly on the visual and technical setup of websites (e.g., WordPress integration) rather than the 'results' (ROI/growth) promised in the H2. The transition from traditional SEO to GEO/AEO is handled consistently across the blog and homepage.

## TRUST & PROOF

Verifiable evidence vs. Trust Theatre.

15

75% Reputation

### DIAGNOSIS: TRUST THEATRE

Trust markers are generally verified; the schema\_json indicates an AggregateRating of 4.8 from 61 reviews, and the page\_data shows proof\_links\_count of 3 to 4, linking to external sources like Clutch and Rekvizitai. Unlike many 'trust theatre' sites, this agency provides sameAs links to multiple third-party directories. A minor BS indicator is the lack of specific performance metrics (e.g., % increase in traffic) paired with the testimonials.

### EVIDENCE: PROOF DENSITY

The ratio of evidence to claims is higher than the industry average. For every claim of being an 'international partner,' the site offers a named project like Saint Gobain (2017). There are approximately 8+ specific pieces of evidence (named clients, platform specs, and third-party links) against 5-6 major unsubstantiated marketing assertions.

## COMMODITY FINGERPRINT

Detection of industry cliches/templates.

8

53% Reputation

The site falls into some industry traps with cliches like 'Patikimas ilgalaikis partneris' (Reliable long-term partner) and template-style headings like 'Kod?! rinktis mus.' However, it differentiates itself by moving away from 'standard SEO' towards 'GEO' (Generative Engine Optimization), a 2026-relevant pivot that most commodity agencies have not yet adopted. The portfolio is specific, naming actual clients like Saint Gobain (Gyproc) and Wienerberger rather than using anonymous placeholders.

## IDENTITY & AUTHORITY

Expert verifiability & Schema depth.

12

80% Reputation

### DIAGNOSIS: AUTHORITY GAPS

The identity schema is exceptionally strong, featuring a full Organization graph with email, telephone, and social links. The main authority gap is the lack of team depth; the blog is authored by 'Ruta' but there is no Person schema or LinkedIn sameAs link to verify her career history or the size of the team. Technical implementation is clean, with a high degree of schema-to-content correspondence.

### EVIDENCE: PERFORMANCE VS. CLAIMS

The primary disconnect is the mismatch between the claim of 'results-based' services and the portfolio which only shows 'Websites Created.' There are no case studies showing revenue growth, CPA reduction, or ranking improvements. The '15 years experience' claim (delta of -4 years from founding) is a documented red flag for credibility.

See how to improve >

## INDUSTRY MATCH & SCORE SUMMARY

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**Marketing, SEO & Advertising Agencies Reputation: Digital Star (UAB**

**Reputation: 71 / 100**

**Interneto ?vaig?d?) (digitalstar.It)**

### INDUSTRY CLASSIFICATION

The site is a textbook match for the Marketing and SEO Agency industry, offering specific technical services like AEO (Answer Engine Optimization) and GEO (Generative Engine Optimization). The presence of remarketing banner production and logo design confirms a full-service digital advertising profile.

*"The score of 71 was driven primarily by the Information Density pillar (due to the experience-date mismatch and generic headings) and the Commodity Fingerprint (template structures). The site's low BS score is secured by its high Semantic Coherence and robust technical schema, which provide significant substance to its digital footprint."*

### 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://digitalstar.It> to view the most current version of its content and see directly what this company is about and what it offers.

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Verified Analysis Date: May 19, 2026

**(c) 1EuroSEO Independent Evaluator - Non-Sponsored Result**