

AI Reputation Analysis and Signal Evaluation - Digitrade

BRAND AI REPUTATION

Marketing, SEO & Advertising Agencies Reputation: Digitrade (digitrade.lv)

https://digitrade.lv

Industry: Marketing, SEO & Advertising Agencies



MARKETING, SEO & ADVERTISING AGENCIES

54.8 Avg Reputation

Based on 1834 businesses audited.

REPUTATION LEVEL

LOWER REPUTATION THAN AVERAGE

Digitrade has 7.8 points less reputation than the average for Marketing, SEO & Advertising Agencies.

EXPERT VERDICT

Digitrade is a textbook 'education-first' agency that prioritizes explaining what SEO is over proving what they have done. The site functions more as a generic sales brochure than a professional portfolio, making it a medium-risk choice for clients seeking data-backed performance. Its claim of 10 years of experience is its strongest signal, yet its total lack of verifiable case studies is its loudest red flag.

[See how to improve >](#)

INFO DENSITY

Power-words vs. Substance ratio.

14

47% Reputation

The Information Density score of 16 reflects a heavy reliance on educational filler rather than technical substance. While the site defines terms like 'Kas ir SEO?' and 'K?p?c manam uz??mumam ir nepiecie?ami SEO pakalpojumi?' with significant word counts, it lacks a single specific performance metric or date-stamped result. Headings like 'Esat atrodami un ieg?stat vair?k potenci?lo klientu' (H3) are pure power-word fluff without accompanying data. The body text contains the generic claim of having 'vair?k k? 10 gadus' (more than 10 years) of experience, but fails to provide a single number regarding ROI or traffic growth percentages.

SEMANTIC COHERENCE

Homepage promise vs. Sub-page reality.

17

85% Reputation

Semantic drift is low (3), as the homepage signal for 'SEO Pakalpojumi' (H1) is consistently supported by the sub-sections for Audits, Market Analysis, and Internal/External Optimization. The hero promise of 'Uzlabojiet savu tiešsaistes redzamību!' is a standard industry signal that matches the service list provided. There is no evidence of 'Enterprise' posturing being undercut by 'Cheap' package offers, though the claim of being available to the 'wider audience only recently' creates a minor temporal logic gap compared to the '10 years experience' claim.

TRUST & PROOF

Verifiable evidence vs. Trust Theatre.

6

30% Reputation

DIAGNOSIS: TRUST THEATRE

Trust Theatre is present with a score of 14, primarily due to the site displaying a review_count of 2 while providing zero proof_links to third-party verification platforms like Google Business or Clutch. The site displays high-profile client logos in IMG tags (DNB, Coffee Address, Amber Sea Hotel) which acts as social proof, yet these are not linked to named case studies or testimonial text. The 'trust_theatre_flag' is true because it leverages the authority of these brands without providing evidence of the specific work performed or the results achieved for them.

EVIDENCE: PROOF DENSITY

The proof density is exceptionally low, with a 0:15 ratio of verifiable evidence to vague assertions. While 15 client names are listed via image alt-text (e.g., Bulkestate, Intarso), there are 0 external proof paths or case studies describing the scope of work. The site lists a physical address and registration data, which provides base-level business legitimacy, but fails to provide any professional certifications or verified vendor badges (e.g., Google Partner) that are standard for this industry.

COMMODITY FINGERPRINT

Detection of industry cliches/templates.

4

27% Reputation

The site has a high Commodity Fingerprint (11) because the FAQ section and service descriptions are indistinguishable from generic industry templates. Phrases like 'SEO ir ilgtermiņa stratēģija' and 'rezultāti parasti neparādās uzreiz' are standard educational boilerplate found in the industry_jargon and generic_claims arrays. The value proposition relying on the claim that a site is 'the best salesperson who never gets tired' is an extremely common industry cliché that could be applied to any competitor without modification.

IDENTITY & AUTHORITY

Expert verifiability & Schema depth.

6

40% Reputation

DIAGNOSIS: AUTHORITY GAPS

Authority gaps are significant (9) as the site references 'kvalific?tie un ap??m?gie SEO eksperti' without naming a single person or providing Person schema in the JSON-LD. While the Organization schema is correctly implemented with a registration number (40103572980), there are no sameAs links to social profiles, LinkedIn pages for the 'experts,' or verified partner directories. The digital footprint for the agency as a 'thought leader' is non-existent beyond its own self-published claims.

EVIDENCE: PERFORMANCE VS. CLAIMS

The disconnect is moderate; the site claims to focus on 'results that bring a real contribution to business growth,' but demonstrates zero evidence of such growth. There are no before-and-after screenshots, no ranking charts, and no revenue attribution examples to back up the H2 'Rezult?ts' claim. The promise to reach 'Top positions' (Sasniedz Top poz?cijas jau ?odien) is a classic agency red flag when not accompanied by a specific methodology or timeframe.

[See how to improve >](#)

INDUSTRY MATCH & SCORE SUMMARY

Marketing, SEO & Advertising Agencies Reputation: Digitrade (digitrade.lv)

Reputation: 47 / 100

INDUSTRY CLASSIFICATION

The content perfectly aligns with the Marketing, SEO, and Advertising Agency category. All primary headings and technical descriptions focus on search engine optimization, Google Ads management, and digital visibility audits.

"The BS score of 47 is primarily driven by high commodity language and the total absence of external proof paths. While the technical structure and semantic alignment are professional, the site fails most 'Proof and Trust' criteria by using unverified reviews and anonymous expert claims. Information density is penalized for prioritizing marketing definitions over technical specifications and measurable outcomes."

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://digitrade.lv> 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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