

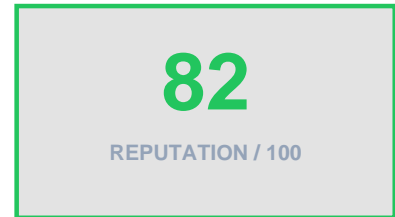
AI Reputation Analysis and Signal Evaluation - Exposure Ninja

BRAND AI REPUTATION

Marketing, SEO & Advertising Agencies
Reputation: Exposure Ninja
(exposureninja.com)

<https://exposureninja.com>

Industry: Marketing, SEO & Advertising Agencies



REPUTATION LEVEL

MARKETING, SEO & ADVERTISING AGENCIES

54.8 Avg Reputation

Based on 1835 businesses audited.

HIGHER REPUTATION THAN AVERAGE

Exposure Ninja has 27.2 points more reputation than the average for Marketing, SEO & Advertising Agencies.

EXPERT VERDICT

Exposure Ninja operates with a high level of substance, using data and specific client wins as its primary communication tool. It is one of the few agencies where the marketing signal and the forensic evidence of results are nearly identical.

[See how to improve >](#)

INFO DENSITY

Power-words vs. Substance ratio.

23

77% Reputation

Heading fluff saturation is remarkably low. Headings such as [H3] Data-Led Strategy Drives 395% ROI for The Ordinary prioritize specific named entities and measurable outcomes over power words. The body substance ratio is high, featuring specific counts like '529 Leads' and '259% increase in sales qualified leads' rather than generic growth claims.

SEMANTIC COHERENCE

Homepage promise vs. Sub-page reality.

19

95% Reputation

The homepage H1 'We Drive Results in AI and Search Marketing' is directly supported by sub-section content and case studies. There is no drift into low-value packages; the site maintains its mid-market brand focus across the primary page. Positioning is consistent from the hero section through to the B Corp and award-winning service descriptions.

TRUST & PROOF

Verifiable evidence vs. Trust Theatre.

16

80% Reputation

DIAGNOSIS: TRUST THEATRE

While the review_count is 78 with a proof_links_count of only 1, the 'trust theatre' is mitigated by specific, named testimonials from senior directors (e.g., Alison Moreau at The Ordinary). The presence of a B Corp certification adds a layer of verifiable third-party auditing that most agencies lack. Claims like 'increased revenue by 132%' are anchored to specific brand names.

EVIDENCE: PROOF DENSITY

The ratio of proof to fluff is high. Out of approximately 7,500 characters on the homepage, a significant portion is dedicated to named case studies (Accelex, Zugu, Tunley Environmental) and specific results. It exceeds the proof_expectations for this industry.

COMMODITY FINGERPRINT

Detection of industry cliches/templates.

10

67% Reputation

The site uses industry jargon such as 'ROI-driven' and 'conversion rate optimisation,' but these are treated as technical deliverables rather than vague promises. The B Corp status and emphasis on 'AI Search Optimisation' (specifically mentioning ChatGPT and Google AI Overviews) differentiate it from the standard 'get found online' agency template.

IDENTITY & AUTHORITY

Expert verifiability & Schema depth.

14

93% Reputation

DIAGNOSIS: AUTHORITY GAPS

Authority is well-established through schema. The schema_json includes a founder (Tim Cameron-Kitchen) and a comprehensive list of specific awards from 2023 and 2024. Expert authors like Lucy-King are identified, though sameAs links for individual team members are less prevalent than the organizational ones.

EVIDENCE: PERFORMANCE VS. CLAIMS

There is a strong connection between tone and demonstration. Marketing claims are almost always accompanied by a metric: 'Email Drives 529 Leads' or '395% ROI.' This prevents the performance claims from feeling like 'hot air.'

[See how to improve >](#)

INDUSTRY MATCH & SCORE SUMMARY

Marketing, SEO & Advertising Agencies Reputation: Exposure Ninja
(exposureninja.com)

INDUSTRY CLASSIFICATION

The content explicitly aligns with the Marketing, SEO, and Advertising category. The presence of specific awards in schema like 'UK Search Awards' and 'Global Search Awards' confirms its industry authority and specialization.

"The low score of 82 is driven by the density of specific metrics and the verifiable award list in the schema. Minor points were deducted for the repetition of the 'qualified pipeline' value proposition and the absence of direct verification links for some of the 78 reviews."

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://exposureninja.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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