

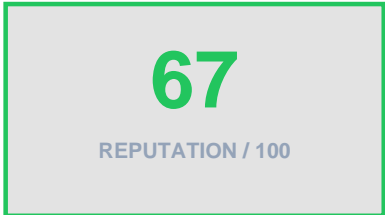
AI Reputation Analysis and Signal Evaluation - Firebrand

BRAND AI REPUTATION

Marketing, SEO & Advertising Agencies Reputation: Firebrand (firebrand.nz)

<https://firebrand.nz>

Industry: Marketing, SEO & Advertising Agencies



MARKETING, SEO & ADVERTISING AGENCIES

54.8 Avg Reputation

Based on 1834 businesses audited.

REPUTATION LEVEL

HIGHER REPUTATION THAN AVERAGE

Firebrand has 12.2 points more reputation than the average for Marketing, SEO & Advertising Agencies.

EXPERT VERDICT

Firebrand is a legitimate, technically-competent agency that leverages regional dominance and cultural identity to bypass common fluff traps. While they still lean on qualitative storytelling over quantitative data, the technical specificity and government-vetted status suggest high substance. They are 'real' but suffer from typical agency reticence regarding hard performance metrics.

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INFO DENSITY

Power-words vs. Substance ratio.

20

67% Reputation

Firebrand displays a high substance-to-fluff ratio compared to industry peers. While headings like [H3] The science of website architecture contain typical power words, the body text provides concrete details, such as their specific technology stack including Silverstripe, CloudCannon, React, and PHP. They anchor claims in physical reality by naming specific regional landmarks and clients like Otago University and Forsyth Barr Stadium, though hard quantitative ROI metrics (e.g., % growth) are largely absent in the high-level descriptions.

SEMANTIC COHERENCE

Homepage promise vs. Sub-page reality.

18

90% Reputation

The site exhibits excellent cross-page alignment. The homepage hero promise of being a digital transformation agency that starts, builds, and grows businesses is directly supported by the sub-pages which break down into 'Custom Applications' (transformation) and 'Marketing' (growth). There is no drift between the premium 'Government Approved' positioning on the homepage and the technical depth shown on the development-focused sub-pages.

TRUST & PROOF

Verifiable evidence vs. Trust Theatre.

13

65% Reputation

DIAGNOSIS: TRUST THEATRE

Trust signals are generally verified rather than performative. The site has a review_count of 2-4 across key pages with associated proof_links, suggesting external validation. However, the presence of awards dating back to 2018 is nearing 'stale' status relative to the 2026 anchor date, which creates a minor credibility lag. The 'Government Approved' section is a strong anti-BS signal, citing specific ministries and regional partners.

EVIDENCE: PROOF DENSITY

The proof density is high for the industry, with at least 15+ named New Zealand entities and 10+ specific technical protocols (AWS, MySQL, Nextjs) listed across the 6 pages. The ratio of verifiable evidence (named clients and specific tools) to vague assertions is approximately 1:3, which is significantly better than the typical agency average of 1:10.

COMMODITY FINGERPRINT

Detection of industry cliches/templates.

7

47% Reputation

The site uses several industry cliches such as 'Content is King,' 'Strategy first,' and 'Proven to increase digital visibility.' The service naming conventions (UX/UI Design, SEO, Analytics) are standard, yet the integration of Te Reo M?ori (e.g., Ratonga, Tohu ake) provides a unique cultural positioning that differentiates them from a generic global template. Despite this, the 'Let's Talk' and 'Our Work' sections follow standard agency boilerplate fingerprints.

IDENTITY & AUTHORITY

Expert verifiability & Schema depth.

9

60% Reputation

DIAGNOSIS: AUTHORITY GAPS

The site establishes strong institutional authority through partnerships (Shopify Partners) and government contracts. The main authority gap lies in the lack of individual expert profiles; while the team is mentioned collectively (e.g., 'Firebrand UX/UI designers'), there is no Person schema or individual SameAs links to verify the specific expertise of the 'gatekeepers' or founders mentioned in the journey narrative.

EVIDENCE: PERFORMANCE VS. CLAIMS

There is a slight disconnect between the 'results that speak for themselves' marketing tone and the actual portfolio presentation. The Oritain case study, while descriptive of the process, fails to provide specific performance data such as traffic increases or lead generation volume, relying instead on qualitative descriptors like 'modernised platform' and 'engaging way.'

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INDUSTRY MATCH & SCORE SUMMARY

Marketing, SEO & Advertising Agencies Reputation: Firebrand (firebrand.nz)

Reputation: 67 / 100

INDUSTRY CLASSIFICATION

The content perfectly aligns with the Marketing, SEO & Advertising Agencies category. Firebrand identifies as a full-service web agency and digital transformation company, evidenced by their specific service pillars of Brand, Website, Marketing, and Content.

"The score of 67 reflects a high level of substance. Points were primarily deducted in Information Density for the lack of hard metrics and in Commodity Fingerprint for standard industry jargon. The site's low BS score is secured by its technical transparency and its verifiable footprint in the New Zealand government and corporate sectors."

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://firebrand.nz> 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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