

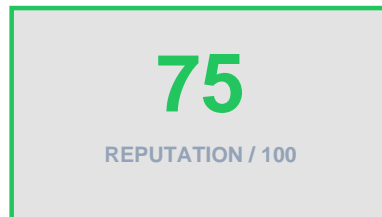
AI Reputation Analysis and Signal Evaluation - Frontkom

BRAND AI REPUTATION

Marketing, SEO & Advertising Agencies Reputation: Frontkom (www.frontkom.com)

https://www.frontkom.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

Frontkom has 20.2 points more reputation than the average for Marketing, SEO & Advertising Agencies.

EXPERT VERDICT

Frontkom is a rare example of a high-substance agency that uses marketing language to frame genuine technical expertise. By tethering every 'innovative' claim to a dated blog post or a named metric-driven case study, they maintain a low BS score of 25.

[See how to improve >](#)

INFO DENSITY

Power-words vs. Substance ratio.

22

73% Reputation

The site maintains a high substance ratio by grounding its abstract claims in concrete data. While the H2 headings are somewhat generic (e.g., 'Din partner for digital vekst'), the H3 headings and body text provide immediate specificity, such as 'Slik kuttet Reis Nordland kundehenvendelsene med 55 %'. The blog content is remarkably current, with posts dated April 30, 2026, targeting specific technical stacks like Claude, MCP, and Sanity, which indicates high technical density rather than marketing fluff.

SEMANTIC COHERENCE

Homepage promise vs. Sub-page reality.

18

90% Reputation

There is minimal semantic drift between the homepage signal and sub-page substance. The homepage H1 promises 'varig effekt' (lasting effect), and the /cases/ page immediately supports this with named clients (Jøtul, Avani, Reis Nordland) and hard metrics (7x turnover, 5x conversion rate). The 'Digital Foundation' concept introduced on the homepage is consistently defined and expanded upon in the /bransjer/ page, showing strong messaging alignment.

TRUST & PROOF

Verifiable evidence vs. Trust Theatre.

14

70% Reputation

DIAGNOSIS: TRUST THEATRE

The site avoids typical trust theatre patterns; there are no unverified 'As seen on' logos or anonymous testimonials. While the review_count in the metadata is low (6 on the cases page), the text content substitutes this with detailed, named case studies. The presence of a dedicated career page with named employees (Halvor Hauge, Marianne) further reduces the 'faceless agency' BS pattern.

EVIDENCE: PROOF DENSITY

Proof density is high. Across the 6 pages, there are at least 8 specific named client references (NMBU, Jøtul, Retro, Avani, etc.) and multiple instances of percentage-based or multiplier-based outcomes. This creates a high ratio of verifiable evidence compared to the vague assertions found in typical marketing agency copy.

COMMODITY FINGERPRINT

Detection of industry clichés/templates.

8

53% Reputation

Frontkom utilizes some industry clichés like 'digital partner' and 'verdiskaping' (value creation), but these are treated as outcomes of specific technical processes. The 'Our Process' section (Utfordre, Skape, Levere, Måle, Forbedre) is a standard template structure, but the inclusion of a specific 'AI-agent' call-to-action and GEO (Generative Engine Optimization) advice differentiates it from lower-tier agencies using stagnant templates.

IDENTITY & AUTHORITY

Expert verifiability & Schema depth.

13

87% Reputation

DIAGNOSIS: AUTHORITY GAPS

Authority is well-established through technical blog posts and named experts. The blog posts are attributed to specific individuals like Sverre Øie Moe and Halvor Hauge, though the schema_json lacks Person entities or sameAs links to their individual professional profiles. The technical implementation is clean, with proper ProfessionalService schema that matches the agency's geographical footprint in Norway, Poland, and Portugal.

EVIDENCE: PERFORMANCE VS. CLAIMS

There is no significant disconnect between tone and proof. Performance claims are bold ('7x omsetning') but are explicitly tied to named case studies rather than being presented as general guarantees. The site avoids the red flag of 'guaranteed rankings' or 'millions in ad spend managed' without context.

[See how to improve >](#)

INDUSTRY MATCH & SCORE SUMMARY

Marketing, SEO & Advertising Agencies Reputation: Frontkom
(www.frontkom.com)

Reputation: 75 / 100

INDUSTRY CLASSIFICATION

The site perfectly aligns with the Marketing, SEO & Advertising Agencies category, specifically positioning itself as a technology-driven digital agency. The content focuses on digital growth, AI integration, and CMS implementation for specific sectors like NGO, Education, and Retail.

"The score of 75 is driven primarily by the high information density and the recency of technical content. The only penalties incurred were for minor concept repetition ('effekt') and standard template structures in the service and career pages. The site's ability to back up its 'AI expert' signal with specific April 2026 technical guides is the primary BS-neutralizer."

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://www.frontkom.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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