

AI Reputation Analysis and Signal Evaluation - Gear SEO

BRAND AI REPUTATION

Marketing, SEO & Advertising Agencies Reputation: Gear SEO (gearseo.com)

https://gearseo.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

Gear SEO has 17.2 points more reputation than the average for Marketing, SEO & Advertising Agencies.

EXPERT VERDICT

Gear SEO is a legitimate, high-substance technical agency currently coasting on legacy credibility. While they prove they know the mechanics of SEO better than 90% of competitors, their reliance on 4-year-old data creates a 'stale authority' profile that borders on bullshit by omission of current results.

[See how to improve >](#)

INFO DENSITY

Power-words vs. Substance ratio.

22

73% Reputation

The site exhibits high substance, particularly in its 'Our Process' section which details exactly how they use tools like Google Drive for client transparency and SEM Rush for strategy. Headings like 'How does the SEO process work at Gear SEO?' avoid fluff and lead directly into technical breakdowns. While there is some repetition of the 'Strategy, On-Page, Content, Link Building' mantra, it is consistently tied to specific multidisciplinary team structures rather than vague concepts.

SEMANTIC COHERENCE

Homepage promise vs. Sub-page reality.

20

100% Reputation

There is virtually zero semantic drift between the homepage signal and sub-page substance. The H1 'Agency Specialized in SEO' is rigorously supported by deep-dive pages for every mentioned service and detailed success stories for brands like Petz and Medway. Unlike many agencies that pivot to general digital marketing on sub-pages, Gear SEO maintains its '100% SEO' focus across the entire 6-page crawl.

TRUST & PROOF

Verifiable evidence vs. Trust Theatre.

12

60% Reputation

DIAGNOSIS: TRUST THEATRE

The site presents a credibility risk regarding temporal relevance; case study data for Medway and Petz is dated June 2022 and July 2021 respectively, making the evidence 'stale' (47+ months old) relative to the 2026 system date. Furthermore, while the homepage claims 54 reviews, the metadata shows a low proof_links_count (3-5), meaning the vast majority of testimonials lack a direct click-through path for verification.

EVIDENCE: PROOF DENSITY

The ratio of evidence to fluff is high, with 8+ instances of specific evidence including named tools (Screaming Frog, GTmetrix, Ahrefs), named clients with before/after SEM Rush screenshots, and specific link building partner counts. The primary anchor dragging down the proof density is the lack of current (post-2023) metrics to validate the agency's continued effectiveness in the 2026 search landscape.

COMMODITY FINGERPRINT

Detection of industry cliches/templates.

8

53% Reputation

The value proposition relies heavily on standard industry jargon like 'organic traffic,' 'conversion,' and 'backlinks strategy,' which could easily be mirrored by competitors. However, the fingerprint is reduced by the specific mention of having '2,000 partners' for link building and the methodology of training writers in-house for SEO immersion. It feels like a template structure filled with genuinely specific agency policies.

IDENTITY & AUTHORITY

Expert verifiability & Schema depth.

10

67% Reputation

DIAGNOSIS: AUTHORITY GAPS

Founder Rodrigo Botinhão is prominently featured across all pages, but the schema identity is somewhat generic, using the Organization name 'Agência especializada em SEO para sua Empresa' rather than a clean brand entity. Additionally, the Person schema for the founder lacks sameAs links to external authorities like LinkedIn or industry publications, creating a minor verification gap for his claimed expertise.

EVIDENCE: PERFORMANCE VS. CLAIMS

The performance claims are exceptionally well-connected for the industry, using named clients like Petz and Medway. However, the disconnect lies in the age of the data; claiming 'results that speak for themselves' using SEM Rush screenshots from four years ago suggests a potential recent performance vacuum or lack of modern case studies.

[See how to improve >](#)

INDUSTRY MATCH & SCORE SUMMARY

Marketing, SEO & Advertising Agencies Reputation: Gear SEO (gearseo.com)

Reputation: 72 / 100

INDUSTRY CLASSIFICATION

The website perfectly aligns with the Marketing and SEO Agency category. The content is 100% dedicated to technical SEO, content production, and link building, showing zero evidence of unrelated services or peripheral offerings.

"The score of 72 is driven primarily by the 'Trust and Proof' and 'Identity' pillars. The 8-point penalty in Trust is due to evidence being >36 months old and a lack of verification paths for the review count, while the 5 points in Identity reflect missing structured data links for the founder."

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://gearseo.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

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