

AI Reputation Analysis and Signal Evaluation - Stencil

BRAND AI REPUTATION

Marketing, SEO & Advertising Agencies Reputation: Stencil (getstencil.com)

https://getstencil.com

Industry: Marketing, SEO & Advertising Agencies



MARKETING, SEO & ADVERTISING AGENCIES

54.8 Avg Reputation

Based on 1830 businesses audited.

REPUTATION LEVEL

HIGHER REPUTATION THAN AVERAGE

Stencil has 24.2 points more reputation than the average for Marketing, SEO & Advertising Agencies.

EXPERT VERDICT

Stencil is a low-bullshit utility site that successfully trades on volume and transparency rather than strategic jargon. Its score of 21 is primarily a penalty for stale social proof and the commodity nature of its value proposition. It is a rare example of a marketing tool site that prioritizes substance over signal.

[See how to improve >](#)

INFO DENSITY

Power-words vs. Substance ratio.

23

77% Reputation

Information density is high, with the site opting for quantifiable asset counts over traditional agency power words. Headings like 5,000,000+ stock photos and 3,100,000+ Icons & Graphics provide immediate substance that anchors the marketing claims. The body text maintains a high substance ratio by detailing technical specs such as 140+ preset sizes and 7,700+ Google Web Fonts instead of vague descriptions of creative excellence.

SEMANTIC COHERENCE

Homepage promise vs. Sub-page reality.

19

95% Reputation

Semantic drift is minimal across the site's architecture. The homepage H1 promise to Create beautiful social media graphics on the fly is consistently supported by the sub-pages, which offer specific tools like the Chrome and Firefox extensions to facilitate that speed. The pricing structure is transparent and aligns with the tool's positioning as an accessible, high-volume resource for bloggers and small business owners.

TRUST & PROOF

Verifiable evidence vs. Trust Theatre.

15

75% Reputation

DIAGNOSIS: TRUST THEATRE

The trust_theatre_flag is false across all pages, meaning reviews are not being presented without data backing; however, the evidence is significantly stale. The schema_json features a primary review dated 2019-04-18, which is over 7 years old relative to the May 2026 analysis date. While the site cites 410,000 users and displays review counts ranging from 8 to 28 across sub-pages, the lack of recent verified third-party review links on the sub-pages creates a slight proof vacuum.

EVIDENCE: PROOF DENSITY

The proof density is robust for a product-led site, with a high ratio of verifiable facts (such as the 7-day money-back guarantee and exact font counts) to vague assertions. The primary weakness is the stale date of the featured testimonial in the structured data. Across the four pages, there are over 10 unique proof points regarding library size and tool compatibility against only 1-2 unsubstantiated superlatives like Web's Favorite.

COMMODITY FINGERPRINT

Detection of industry cliches/templates.

9

60% Reputation

Stencil exhibits a moderate commodity fingerprint as it operates in a highly saturated market of online design tools. Value proposition cliches like Become An Image Master and Super simple pricing are standard for the industry. However, it avoids 90% of the industry_jargon found in the agency pattern dictionary, choosing to compete on asset volume rather than growth hacking or omnichannel strategy fluff.

IDENTITY & AUTHORITY

Expert verifiability & Schema depth.

13

87% Reputation

DIAGNOSIS: AUTHORITY GAPS

The brand is essentially faceless, lacking Person schema or sameAs links for its founders or leadership team. While the Organization and SoftwareApplication schema are technically sound, the claim of being The Web's Favorite relies on product statistics rather than recognized human expertise or institutional authority. This creates a minor gap where the user must trust the numbers without knowing the entity behind the tool.

EVIDENCE: PERFORMANCE VS. CLAIMS

There is no significant disconnect between marketing tone and technical reality. The site makes bold claims regarding speed and ease of use, which it validates through browser extension availability and the inclusion of 1,350+ Amazing Templates. Unlike agency sites that promise revenue growth, Stencil restricts its claims to creative output efficiency, which it demonstrates via the pricing page's feature list.

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INDUSTRY MATCH & SCORE SUMMARY

Marketing, SEO & Advertising Agencies Reputation: Stencil (getstencil.com)

Reputation: 79 / 100

INDUSTRY CLASSIFICATION

The site is a SaaS product rather than a service agency, making it a peripheral fit for the Marketing & Advertising Agencies category. It functions as a high-utility vendor to that industry, and its content focuses

on asset provision (stock photos, icons) rather than campaign strategy or management services.

"The score is driven by high Information Density (9/30) and strong Semantic Coherence (1/20), which indicate a very honest site. The Trust and Proof pillar (5/20) and Commodity Fingerprint (6/15) contributed most to the BS score due to the staleness of the 2019 review data and the generic nature of the online editor market. The lack of individual authority schema (2/15) added a small penalty for the faceless corporate identity."

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://getstencil.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 26, 2026

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