

AI Reputation Analysis and Signal Evaluation - Grupa TENSE

BRAND AI REPUTATION

Marketing, SEO & Advertising Agencies Reputation: Grupa TENSE (www.grupatense.pl)

<https://www.grupatense.pl>

Industry: Marketing, SEO & Advertising Agencies



REPUTATION LEVEL

MARKETING, SEO & ADVERTISING AGENCIES

54.8 Avg Reputation

Based on 1835 businesses audited.

LOWER REPUTATION THAN AVERAGE

Grupa TENSE has 13.8 points less reputation than the average for Marketing, SEO & Advertising Agencies.

EXPERT VERDICT

Grupa TENSE presents a polished facade of a market leader that crumbles under forensic auditing of its own conflicting statistics. It is a high-volume marketing factory suffering from an identity crisis, claiming 30 years of history while its data proves only 17, and losing 62,000 clients between the homepage and the SEO service page.

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INFO DENSITY

Power-words vs. Substance ratio.

18

60% Reputation

The heading fluff saturation is moderate, with power-word heavy titles like Ze szczytu wida? wi?cej (From the summit you see more) and Licz zyski (Count profits) occupying prime real estate without specific metrics. While the body text mentions substance-rich nouns like Ahrefs, Senuto, and MajesticSEO, the concept repetition of success and mountain imagery is high, occurring at least 5 times across the 6 pages analyzed. The specificity ratio is saved from a higher score only by the inclusion of exact tool names and named award categories.

SEMANTIC COHERENCE

Homepage promise vs. Sub-page reality.

6

30% Reputation

Forensic drift is critical: the Homepage claims Ponad 30 lat dzia?alno?ci (Over 30 years of activity), while the FAQ on the same site explicitly states they have been developing since 2009, creating a 13-year mathematical paradox as of May 2026. Further drift is detected in client counts, where the Homepage boasts 65,000 klientów while the SEO sub-page reduces this number to blisko trzech tysi?cy (nearly three thousand). The AI-driven signal in the meta titles is entirely absent from the service descriptions, which rely on standard technical audit and link building protocols.

TRUST & PROOF

Verifiable evidence vs. Trust Theatre.

2

10% Reputation

DIAGNOSIS: TRUST THEATRE

The trust_theatre_flag is true across all pages, with review counts ranging from 14 to 22 but zero proof_links_count to verify these testimonials or projects. Massive performance claims like over 65,000 clients and 1,000 specialists lack any verified digital footprint or external third-party validation links. This creates a theatre of scale where numbers are used as decorative elements rather than verifiable business facts.

EVIDENCE: PROOF DENSITY

The ratio of verifiable evidence to assertions is low; for every specific tool mentioned (Ahrefs, Screaming Frog), there are three unsubstantiated claims regarding the size of the team, the number of clients, or the age of the firm. The total absence of outbound proof paths to named project URLs or verified third-party rating platforms like Clutch signifies a low proof density.

COMMODITY FINGERPRINT

Detection of industry cliches/templates.

5

33% Reputation

The site uses a high-density array of industry jargon including ROI-driven campaigns and Google Partner Premier, matching 6 items from the industry pattern dictionary. The value proposition is heavily commoditized through the use of tiered packages (Standard, Premium, VIP) for TikTok and LinkedIn services, which suggests a high-volume factory model rather than bespoke strategy. The summit imagery is a generic industry trope that could be interchanged with any competitor's brand identity without loss of meaning.

IDENTITY & AUTHORITY

Expert verifiability & Schema depth.

10

67% Reputation

DIAGNOSIS: AUTHORITY GAPS

While the site technical implementation is clean with a functional ProfessionalService schema, there is a gap between the claim of being a leading authority and the lack of Person schema for its 1,000 specialists. The named author Piotr Michalak provides some footprint, but the mismatch between the claim of a 30-year legacy and the 2009 founding date in the structured FAQ severely undermines the legal authority of the brand entity.

EVIDENCE: PERFORMANCE VS. CLAIMS

The marketing tone promises a rise to the summit and world-class campaigns, but the internal data contradicts its own scale. Claiming to be the agency that conducted the best SEO campaigns in the world (Global Search Awards 2020) is undermined by the inability to maintain consistent client and experience counts across its own sub-pages.

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INDUSTRY MATCH & SCORE SUMMARY

Marketing, SEO & Advertising Agencies Reputation: Grupa TENSE
(www.grupatense.pl)

Reputation: 41 / 100

INDUSTRY CLASSIFICATION

The website perfectly fits the SEO and Digital Marketing agency category, offering a standard suite of search engine optimization, PPC advertising, and content marketing services targeted at Polish businesses.

"The BS score of 41 is primarily driven by maximum penalties in Trust Theatre and Semantic Drift. The egregious contradictions in core company data (years in business and total clients) are forensic signals of high-level fluff intended to simulate scale that the sub-page data fails to support."

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.grupatense.pl> 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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