

AI Reputation Analysis and Signal Evaluation - Hanseranking GmbH

BRAND AI REPUTATION

Marketing, SEO & Advertising Agencies Reputation: Hanseranking GmbH (www.hanseranking.de)

https://www.hanseranking.de

Industry: Marketing, SEO & Advertising Agencies



REPUTATION LEVEL

MARKETING, SEO & ADVERTISING AGENCIES

54.8 Avg Reputation

Based on 1835 businesses audited.

HIGHER REPUTATION THAN AVERAGE

Hanseranking GmbH has 19.2 points more reputation than the average for Marketing, SEO & Advertising Agencies.

EXPERT VERDICT

Hanseranking is a high-substance agency that manages to back its standard industry jargon with actual forensic performance data. It avoids the typical 'hot air' trap by naming clients and providing specific, non-rounded percentages as proof of success. The site is a rare example where the marketing signal is actually tethered to measurable substance.

[See how to improve >](#)

INFO DENSITY

Power-words vs. Substance ratio.

23

77% Reputation

The site exhibits a high substance-to-fluff ratio in its body text, specifically on the homepage and service pages. While headings like [H2] QUALITÄTSVERSPRECHEN and [H2] Unsere Werte are generic, they are immediately supported by granular data points such as '260,78 % Umsatzsteigerung im ersten Jahr' and '+56,28 % mehr Sichtbarkeit'. The presence of 8+ specific metrics across 6 pages drastically reduces the specificity absence penalty.

SEMANTIC COHERENCE

Homepage promise vs. Sub-page reality.

18

90% Reputation

Alignment between the homepage signal and sub-page substance is exceptionally high. The H1 Online-Marketing-Agentur in Hamburg and the KMU focus are consistently maintained through specialized sub-pages like Local SEO and Google Shopping, which provide technical depth rather than just surface-level marketing summaries. No significant drift between 'Full-Service' claims and the actual deliverables was detected.

TRUST & PROOF

Verifiable evidence vs. Trust Theatre.

16

80% Reputation

DIAGNOSIS: TRUST THEATRE

The site claims 31 reviews on several sub-pages with a proof_links_count of only 4, suggesting that most reviews are hosted as local text rather than verified external links. However, the presence of named clients (NKD, A-Rosa Resorts) and specific quotes from verifiable executives like Thomas Harnisch (Marketing Director, DSR Hotel Holding) provides a higher level of credibility than anonymous trust theatre.

EVIDENCE: PROOF DENSITY

The proof density is high, with a ratio of approximately one specific verifiable data point for every three generic marketing assertions. The inclusion of the 'NKD' and 'A-Rosa' case studies with multi-channel metrics (Impressionen, Conversion-Rate, Kosten/Conv) provides the forensic evidence required to validate the homepage's success claims.

COMMODITY FINGERPRINT

Detection of industry cliches/templates.

7

47% Reputation

The commodity footprint is the site's weakest area, relying heavily on template fingerprints like 'Unsere Werte' and generic value prop cliches such as 'Dein Erfolg ist unsere Mission'. The messaging 'KMU im Internet erfolgreicher machen' could be easily adapted by any competitor, though the specific involvement in DIN SPEC 33461 offers a rare moment of unique positioning.

IDENTITY & AUTHORITY

Expert verifiability & Schema depth.

10

67% Reputation

DIAGNOSIS: AUTHORITY GAPS

While the site names multiple team members and provides professional photos (e.g., [IMG: Melina Sharghi - SEO Managerin]), the schema_json lacks sameAs links to LinkedIn or other external profiles for these individuals. The Organization schema is present but basic, failing to link to the BVDW or Google Partner directories which would solidify its claimed authority status.

EVIDENCE: PERFORMANCE VS. CLAIMS

There is a minimal disconnect here; Hanseranking provides specific percentage outcomes for almost every success story mentioned. The claim of being in the 'top 3% of Google Partners' is a bold trust theatre pattern, but it is supported by the BVDW certificate date (2025/2026), which is current relative to the May 2026 anchor.

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INDUSTRY MATCH & SCORE SUMMARY

Marketing, SEO & Advertising Agencies Reputation: Hanseranking GmbH
(www.hanseranking.de)

Reputation: 74 / 100

INDUSTRY CLASSIFICATION

The site is a textbook match for the Marketing and SEO Agency industry, specifically targeting the German SME (KMU) market. Its content focus on SEA, SEO, and local search optimization aligns perfectly with the provided industry pattern dictionary.

"The score of 74 is driven primarily by the Commodity Fingerprint (8) and Identity Gaps (5). The site's high specificity in performance claims prevented it from reaching a higher BS score, as it successfully provided the forensic evidence (Substance) that its Signal promised."

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.hanseranking.de> 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 16, 2026

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