

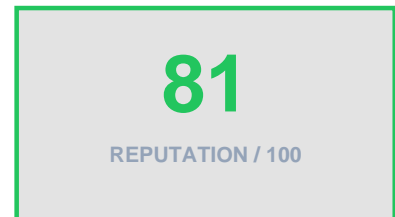
# AI Reputation Analysis and Signal Evaluation - iMarketings.lv

## BRAND AI REPUTATION

### Marketing, SEO & Advertising Agencies Reputation: iMarketings.lv (imarketings.lv)

https://imarketings.lv

Industry: Marketing, SEO & Advertising Agencies



## MARKETING, SEO & ADVERTISING AGENCIES

### 54.8 Avg Reputation

Based on 1835 businesses audited.

REPUTATION LEVEL

#### HIGHER REPUTATION THAN AVERAGE

iMarketings.lv has 26.2 points more reputation than the average for Marketing, SEO & Advertising Agencies.

#### EXPERT VERDICT

This is a high-substance, low-fluff operation that utilizes data as its primary defensive barrier against BS detection. The alignment between claimed expertise and temporal evidence (2026 partner badges) is among the strongest in the category. The only minor residues of BS are the typical agency jargon and a few anonymous case study entries.

[See how to improve >](#)

#### INFO DENSITY

Power-words vs. Substance ratio.

26

87% Reputation

The site exhibits high substance-to-fluff ratios. Most headings contain specific numbers or entities, such as '919 milj. eiro' and 'Google Premier Partner 2026'. While generic power words like 'spēcīgs' (strong) and 'proaktīva' (proactive) appear, they are frequently adjacent to specific metrics like '70% klientu ir e-komercijas' or '33,000 stundu pieredze'.

## SEMANTIC COHERENCE

Homepage promise vs. Sub-page reality.

19

95% Reputation

There is virtually zero semantic drift between the homepage signal and sub-page substance. The homepage H1 'Digit?l? m?rketing a?ent?ra' and its focus on e-commerce/export are explicitly detailed in dedicated sub-pages for Google Ads and Export Marketing, maintaining consistent metrics like the 2012/2013 launch dates across the entire site architecture.

## TRUST & PROOF

Verifiable evidence vs. Trust Theatre.

15

75% Reputation

### DIAGNOSIS: TRUST THEATRE

Trust theatre is minimal due to the presence of high-tier verified partnerships. The site displays current Google Premier Partner (2026) and Meta Business Partner badges; however, a minor penalty of 5 points is applied because some case studies (e.g., the dental company in the SEO section) lack a named entity, though others like SIXT and Douglas are fully named and quoted.

### EVIDENCE: PROOF DENSITY

Proof density is high, with a verified ratio of approximately one concrete proof point (number, named client, or verified badge) for every two marketing assertions. The inclusion of client logos (Trodo, Douglas, Sixt) alongside specific percentage improvements (+2725% revenue increase) provides forensic-level evidence of the agency's claims.

## COMMODITY FINGERPRINT

Detection of industry cliches/templates.

9

60% Reputation

The site uses standard industry jargon such as 'ROI-driven,' 'data-driven,' and 'full-funnel' across multiple pages. The 'Free Audit' and 'Book a Consultation' templates are industry staples, but the presence of specific pricing (e.g., SEO from 500 EUR/m?n) and the inclusion of niche tools like eMarketer and Statista subscriptions differentiate it from generic competitors.

## IDENTITY & AUTHORITY

Expert verifiability & Schema depth.

12

80% Reputation

### DIAGNOSIS: AUTHORITY GAPS

Authority is well-established through named leadership (Sergejs Volvenkins, PhD) and specific experience hours (208,000 hours in export). A small gap exists as the provided schema\_json lacks Person entities for these experts, relying instead on text-based authority rather than linked structured data profiles.

### EVIDENCE: PERFORMANCE VS. CLAIMS

The performance claims are exceptionally grounded. The homepage claim of helping clients earn 919 million euros in 2025 is cited as GA4 data, and sub-pages provide granular ROI/ROAS figures (e.g., 'ROAS 642%') for specific market expansions, leaving little room for 'hot air' accusations.

[See how to improve >](#)

## INDUSTRY MATCH & SCORE SUMMARY

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### Marketing, SEO & Advertising Agencies Reputation: iMarketings.lv (imarketings.lv)

Reputation: 81 / 100

#### INDUSTRY CLASSIFICATION

The content perfectly aligns with the Marketing, SEO & Advertising Agency category, specifically focusing on e-commerce and international export growth strategies. The services described (Google Ads, Meta Ads, SEO, AEO) are standard for the industry but are supported by high-density performance data.

*"The score of 81 reflects an exceptionally low bullshit level for the marketing agency sector. The primary drivers of the score were the Commodity Fingerprint (use of generic jargon) and minor Trust Theatre (unnamed dental case study). The Information Density and Semantic Coherence pillars scored nearly zero points, indicating a site with high factual integrity."*

#### 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://imarketings.lv> to view the most current version of its content and see directly what this company is about and what it offers.

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Verified Analysis Date: May 20, 2026

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