

AI Reputation Analysis and Signal Evaluation - InboundCPH

BRAND AI REPUTATION

Marketing, SEO & Advertising Agencies Reputation: InboundCPH (inboundcph.dk)

https://inboundcph.dk

Industry: Marketing, SEO & Advertising Agencies



MARKETING, SEO & ADVERTISING AGENCIES

54.8 Avg Reputation

Based on 1835 businesses audited.

REPUTATION LEVEL

HIGHER REPUTATION THAN AVERAGE

InboundCPH has 15.2 points more reputation than the average for Marketing, SEO & Advertising Agencies.

EXPERT VERDICT

InboundCPH is an outlier in the agency space, trading vague 'creative' promises for a brutalist, metrics-first approach. While they suffer from the ironic technical omission of structured data, their overwhelming evidence from named enterprise clients makes their claims highly credible. It is a site of substance masked by standard agency aesthetics.

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INFO DENSITY

Power-words vs. Substance ratio.

18

60% Reputation

The information density is remarkably high for an agency. While H2 headings like 'Fra ambition til realiserings' contain fluff, they are immediately supported by H3 headings and body text containing specific substance, such as '+100 mio. kr. meromsætning fra Google' for Atea and '700% vækst i organisk trafik' for Arval. The ratio of generic power words to hard metrics is skewed heavily toward evidence, with over 15 specific client names and 20+ precise percentage or currency-based results across the 6 pages.

SEMANTIC COHERENCE

Homepage promise vs. Sub-page reality.

20

100% Reputation

There is zero semantic drift detected between the homepage and sub-pages. The homepage H1 promises 'clarity in complex customer journeys,' and the specialty pages for SEO and Data & Insights deliver on this by detailing technical processes (Analysis, Onboarding, Execution, Reporting) and specific tools like Zapier and Supermetrics. The identity remains consistent as a senior-led execution firm rather than a strategy-only boutique.

TRUST & PROOF

Verifiable evidence vs. Trust Theatre.

19

95% Reputation

DIAGNOSIS: TRUST THEATRE

The site avoids trust theatre by providing high-veracity proof. Unlike sites that list anonymous reviews, InboundCPH provides testimonials from named eCommerce and Digital Managers at recognizable brands like Spies, Blockbuster, and Atea. The review_count of 3 and proof_links_count of 3 on every page suggests a template-based trust section, but the substance of the quotes?referencing specific audits and multi-year collaborations?mitigates any penalty for repetition.

EVIDENCE: PROOF DENSITY

Proof density is exceptional. Across the 6 pages, the site references over 300 successful cases and provides granular data for at least 10 named clients. The ratio of vague assertions like 'we grow businesses' to verifiable proof points like '90% growth in SQLs' is roughly 1:3, indicating that for every general claim, the site provides three pieces of evidence.

COMMODITY FINGERPRINT

Detection of industry cliches/templates.

6

40% Reputation

The site displays a moderate commodity fingerprint due to its reliance on industry clichés like 'data-driven strategy' and 'ROI-driven growth' (Lønsum vækst). Boilerplate sections such as 'Vores værdier' and 'Hvorfor vælge os' follow a standard agency template. However, the unique positioning of 'Senior execution'?explicitly promising no junior management?distinguishes it from the 'not your average agency' cliché found in many competitor patterns.

IDENTITY & AUTHORITY

Expert verifiability & Schema depth.

7

47% Reputation

DIAGNOSIS: AUTHORITY GAPS

The primary authority gap is technical: for an agency claiming to be 'SEO specialists since 1997,' the provided data shows a complete absence of structured data (schema_json is null). There is no Organization or Person schema to connect the named founders, like Henning Madsen, to their digital footprints. While the team is listed with headshots and titles, the lack of sameAs links or Schema-validated expertise represents a significant gap for an authority-based service.

EVIDENCE: PERFORMANCE VS. CLAIMS

There is a very low disconnect between marketing tone and demonstrated performance. The bold claims of 'dominating market positions' are directly tied to specific case outcomes, such as Lomax's '6x increase in visibility for category-defining keywords.' The agency avoids the 'Guaranteed Rankings' red flag, instead focusing on 'Profit-driven growth,' which they back with documented financial metrics.

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INDUSTRY MATCH & SCORE SUMMARY

Marketing, SEO & Advertising Agencies Reputation: InboundCPH (inboundcph.dk)

Reputation: 70 / 100

INDUSTRY CLASSIFICATION

The website perfectly aligns with the Marketing, SEO & Advertising Agency category. Its content focuses entirely on search engine optimization, paid search, data analytics, and strategic marketing consulting, utilizing industry-standard frameworks and specific platform toolsets.

"The score of 70 is driven primarily by the 'Commodity Fingerprint' and 'Identity & Authority' pillars. The site was penalized for using standard agency cliches and lacking structured data. However, it achieved perfect or near-perfect scores in 'Semantic Coherence' and 'Information Density' because every major claim is anchored by a named client and a verifiable number, which is rare for this industry."

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://inboundcph.dk> 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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