

# AI Reputation Analysis and Signal Evaluation - Iteo

## BRAND AI REPUTATION

### Marketing, SEO & Advertising Agencies Reputation: Iteo (www.iteo.no)

https://www.iteo.no

Industry: Marketing, SEO & Advertising Agencies



## MARKETING, SEO & ADVERTISING AGENCIES

### 54.8 Avg Reputation

Based on 1834 businesses audited.

REPUTATION LEVEL

#### HIGHER REPUTATION THAN AVERAGE

Iteo has 22.2 points more reputation than the average for Marketing, SEO & Advertising Agencies.

#### EXPERT VERDICT

Iteo is a high-substance agency that avoids the standard 'growth hacking' hyperbole in favor of transparent team data and specific technical methodologies. They effectively use their own modest metrics as a trust signal, proving they prioritize forensic reality over marketing theater.

[See how to improve >](#)

#### INFO DENSITY

Power-words vs. Substance ratio.

21

70% Reputation

Information density is high for an agency, with a low fluff-to-substance ratio. The site provides specific founding details (2011, 4 employees originally) and current headcounts (nearly 20 advisors) rather than vague 'team of experts' claims. Substance is further bolstered by the inclusion of their own specific Domain Authority score (DA 26), an unusual and transparent data point for an SEO provider.

#### SEMANTIC COHERENCE

Homepage promise vs. Sub-page reality.

20

100% Reputation

There is zero detectable semantic drift between the homepage signal and the sub-page evidence. The H1 'Iteo er B2B-byrået' is consistently supported by deep-dive articles on B2B purchase journeys and technical SEO transitions to GEO (Generative Engine Optimization). The service descriptions on the 'Om oss' page exactly mirror the strategic priorities outlined in the hero sections.

## TRUST & PROOF

Verifiable evidence vs. Trust Theatre.

12

60% Reputation

### DIAGNOSIS: TRUST THEATRE

The site exhibits minor trust theatre with a review\_count of 3 and a proof\_links\_count of only 1 in the metadata. While they claim to have been named 'Norway's best agency' for PR and communication five years in a row, the provided text lacks direct outbound links to the Dagens Næringsliv results or the specific methodology behind these rankings. However, the mention of Platinum HubSpot partner status is a high-level verified signal.

### EVIDENCE: PROOF DENSITY

The proof density is moderate-to-high, featuring specific award titles (Årets byrå) and partner tiers (HubSpot Platinum). The ratio of assertion to evidence is improved by the inclusion of a detailed blog that functions as a continuous proof-of-concept for their 'thought leadership' claims, though named client case study metrics are missing from the analyzed sub-pages.

## COMMODITY FINGERPRINT

Detection of industry cliches/templates.

10

67% Reputation

The site uses some standard template fingerprints such as 'Seks grunner til at du bør velge Iteo' and 'Hva kan vi hjelpe deg med?'. Despite this, it escapes the commodity trap by focusing on 'GEO' (Generative Engine Optimization), a specific technical deliverable that differentiates it from generic agencies still stuck in traditional SEO messaging. Matches for generic jargon like 'strategic sparring partner' are present but balanced by specific sector expertise lists.

## IDENTITY & AUTHORITY

Expert verifiability & Schema depth.

14

93% Reputation

### DIAGNOSIS: AUTHORITY GAPS

Authority gaps are minimal; the agency provides full transparency with names, photos, phone numbers, and email addresses for 15+ specific employees. The main gap is technical; the schema\_json identifies Person entities but lacks sameAs links to external professional profiles (LinkedIn), and the website authority is self-described as 'humble' (DA 26), creating a minor gap between their 'specialist' status and their own domain power.

### EVIDENCE: PERFORMANCE VS. CLAIMS

The performance claims are largely grounded in methodology rather than 'guaranteed results.' They avoid the red flag of promised rankings, instead focusing on 'GEO-analysis' and documented quality through industry awards. The disconnect is only felt in the subjective claim of being 'Norway's nicest agency,' which is unsubstantiated marketing fluff.

[See how to improve >](#)

## INDUSTRY MATCH & SCORE SUMMARY

Marketing, SEO & Advertising Agencies Reputation: Iteo (www.iteo.no)

Reputation: 77 / 100

### INDUSTRY CLASSIFICATION

The site is a perfect match for the Marketing, SEO & Advertising Agencies category, specifically positioning itself as a specialist B2B agency. The content focuses heavily on lead generation, PR, and technical

SEO/GEO, aligning with the industry's shift toward AI-integrated marketing services.

*"The score of 77 is driven primarily by the Trust and Proof pillar (8/20) due to unlinked award claims and the Commodity Fingerprint pillar (5/15) for standard boilerplate structures. The site achieved a perfect 0 in Semantic Coherence, representing elite alignment between marketing promises and actual content."*

#### **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.iteo.no> 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 19, 2026

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