

# AI Reputation Analysis and Signal Evaluation - Kapwa Marketing

## BRAND AI REPUTATION

### Marketing, SEO & Advertising Agencies Reputation: Kapwa Marketing (kapwamarketing.com)

<https://kapwamarketing.com>

Industry: Marketing, SEO & Advertising Agencies



## MARKETING, SEO & ADVERTISING AGENCIES

### 54.8 Avg Reputation

Based on 1834 businesses audited.

REPUTATION LEVEL

#### HIGHER REPUTATION THAN AVERAGE

Kapwa Marketing has 20.2 points more reputation than the average for Marketing, SEO & Advertising Agencies.

## EXPERT VERDICT

Kapwa Marketing is a high-substance technical agency that successfully resists most industry fluff. Its primary strength is extreme transparency in pricing and technical methodology, which is nearly unheard of in the digital marketing sector. It is one of the few sites where the blog content actually proves the agency's technical claims.

[See how to improve >](#)

## INFO DENSITY

Power-words vs. Substance ratio.

19

63% Reputation

The information density is remarkably high for an agency. While headings like Your ultimate success booster and We make things happen! are pure fluff, the body text provides specific substance including a transparent pricing table with three distinct tiers (\$1970, \$2970, \$3970). The content identifies a stack of over 10 specific technical tools (Sistrix, Ahrefs, Screaming Frog, stape.io, Usercentrics) rather than relying on generic descriptions of proprietary magic.

## SEMANTIC COHERENCE

Homepage promise vs. Sub-page reality.

20

100% Reputation

There is zero semantic drift across the analyzed pages. The homepage H1 promise of holistic digital marketing in Cebu is directly supported by sub-pages that deliver granular technical specifications for server-side GTM tracking and W3C-compliant PHP/HTML development. The messaging remains consistent from the high-level hero sections to the deep-dive technical blog posts regarding Google Consent Mode v2.

## TRUST & PROOF

Verifiable evidence vs. Trust Theatre.

14

70% Reputation

### DIAGNOSIS: TRUST THEATRE

Trust theatre is minimal as the claims are verifiable via tier-level partnerships. The site displays a Google Premier Partner 2025 badge and references being an APAC 2023 Search Awards Finalist, which are high-friction proof points. While the review\_count is relatively low (between 2 and 6 per page), the existence of these verified vendor statuses and dated award references significantly reduces the bullshit factor.

### EVIDENCE: PROOF DENSITY

The proof density is high compared to industry peers. For every vague assertion like we strive to reach your goals, there is a corresponding technical fact, such as the use of server-side tracking via sGTM and stape.io. The presence of exact pricing and a clearly defined 15-year history (dating back to 1998 for some team members) provides a solid evidentiary baseline.

## COMMODITY FINGERPRINT

Detection of industry cliches/templates.

9

60% Reputation

The site uses standard industry jargon like data-driven strategy and ROI-driven campaigns, but it avoids the total commodity trap by offering highly specialized technical tutorials on its sub-pages. The inclusion of fixed-price packages and specific mentions of European GDPR compliance (Usercentrics/Borlabs) differentiates its value proposition from the thousands of generic SEO agencies that obscure their methodology and pricing.

## IDENTITY & AUTHORITY

Expert verifiability & Schema depth.

13

87% Reputation

### DIAGNOSIS: AUTHORITY GAPS

Authority is well-established through technical expertise rather than just personality. While it lacks individual Person schema for authors like Mel or Daisy Romares in the provided data, the robust Organization schema includes valid address data in Cebu and sameAs links to verified social profiles. The technical blog content acts as a surrogate for individual authority by demonstrating a high level of subject matter mastery in web analytics.

### EVIDENCE: PERFORMANCE VS. CLAIMS

There is a minor disconnect in the lack of named client case studies with before-and-after metrics in the primary navigation. However, the agency compensates by citing hands-on experience on more than 1500 websites and providing very specific technical deliverables in their pricing tiers. The bold claim of being in the top 3% of the industry is backed by the Google Premier Partner status, which is a measurable performance metric.

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## INDUSTRY MATCH & SCORE SUMMARY

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### Marketing, SEO & Advertising Agencies Reputation: Kapwa Marketing (kapwamarketing.com)

Reputation: 75 / 100

#### INDUSTRY CLASSIFICATION

The site content perfectly aligns with the Marketing, SEO & Advertising Agencies classification. It provides detailed service pages for web development, SEO (SEA), and advanced web tracking, backed by technical blog content relevant to the sector.

*"The score of 75 is driven primarily by minor deductions in Information Density for secondary heading fluff and a small Commodity Fingerprint penalty for using generic value-prop cliches. The site's zero score in Semantic Coherence and low score in Identity and Authority reflect an exceptionally high level of professional integrity and technical accuracy."*

#### 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://kapwamarketing.com> 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**