

# AI Reputation Analysis and Signal Evaluation - Kraft Digital Agency

## BRAND AI REPUTATION

### Marketing, SEO & Advertising Agencies Reputation: Kraft Digital Agency (kraftdigitalagency.com)

<https://kraftdigitalagency.com>

Industry: Marketing, SEO & Advertising Agencies



## MARKETING, SEO & ADVERTISING AGENCIES

### 54.8 Avg Reputation

Based on 1835 businesses audited.

REPUTATION LEVEL

#### LOWER REPUTATION THAN AVERAGE

Kraft Digital Agency has 26.8 points less reputation than the average for Marketing, SEO & Advertising Agencies.

## EXPERT VERDICT

Kraft presents a polished front-end on its homepage with impressive-sounding metrics, but the facade collapses immediately upon deeper inspection. The agency is currently 'selling the dream' while its own digital house is composed of empty placeholder templates and unverified review counts. For a firm claiming to be SEO experts, the technical and content-based negligence on their sub-pages is a terminal red flag.

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## INFO DENSITY

Power-words vs. Substance ratio.

15

50% Reputation

The homepage provides some substance with specific metrics, such as Revenue Up 44% and Traffic Up 237.5%, alongside named clients like Jameson and Green Saffron. However, this is undermined by extreme fluff in headings such as Build a solid foundation and Increase sales conversions without accompanying data. The sub-pages are catastrophic failures of density, containing only placeholder text like Lorem ipsum dolor and I get some. This creates a massive imbalance where the initial signal is not sustained by any deeper technical detail.

## SEMANTIC COHERENCE

Homepage promise vs. Sub-page reality.

5

25% Reputation

There is a profound disconnect between the homepage's promise of craftsmanship and the actual state of the sub-pages. While the H1 claims We craft marketing strategies that grow your revenue, clicking through to National SEO or International SEO reveals empty templates with broken 'Recent Posts' sections. The site positions itself as a premium partner, yet the technical implementation of its service pages reflects an abandoned or unfinished project, contradicting the core value proposition of authenticity and quality assurance.

## TRUST & PROOF

Verifiable evidence vs. Trust Theatre.

4

20% Reputation

### DIAGNOSIS: TRUST THEATRE

The site exhibits high Trust Theatre indicators; it claims a review\_count of 20 on the homepage and 19 on sub-pages, yet the proof\_links\_count is 0 across the entire crawl. There are no links to third-party verification platforms like Clutch, Google Business, or Trustpilot. The Hear from our clients section repeats the description Discover the projects we've recently brought to life, which is a project-related claim rather than actual testimonial text, further obscuring real proof.

### EVIDENCE: PROOF DENSITY

The proof density is binary: the homepage contains 4 specific H3 case study highlights with metrics, while the remaining five pages contain 0 proof points. This results in a ratio of roughly 0.8 specific proof points per page, which is very low for an agency claiming to drive 'buyer intent traffic'. The absence of external proof paths (outbound links to verified results) further reduces the evidentiary weight.

## COMMODITY FINGERPRINT

Detection of industry cliches/templates.

2

13% Reputation

The agency relies heavily on industry clichés including ROI-driven, Organic First, and Revenue first. The structure follows a standard agency template fingerprint: Our Process, Recent Projects, and Meet the Team. The sub-pages utilize generic boilerplate for 'Recent Posts' and 'Recent Comments' that have not been customized, suggesting the site is a standard WordPress or similar template that has only been partially populated.

## IDENTITY & AUTHORITY

Expert verifiability & Schema depth.

2

13% Reputation

### DIAGNOSIS: AUTHORITY GAPS

While the site lists a significant team including a CEO, CTO, and various specialists, there is no technical authority to back these claims. There is zero schema\_json (JSON-LD) provided across all six pages, meaning there is no structured Organization or Person data to verify these individuals' digital footprints. An agency claiming to provide Technical SEO and Head of Development services while lacking basic schema and having broken sub-pages creates a significant credibility gap.

### EVIDENCE: PERFORMANCE VS. CLAIMS

The homepage makes bold claims regarding being craftspeople and having a robust QA process, yet the presence of Lorem Ipsum text on five out of six pages is a direct violation of that claim. The 'Recent Projects' on the homepage appear legitimate, but the lack of actual case study content on the corresponding service pages (like International SEO) means the performance claims are isolated and cannot be verified as part of a repeatable methodology.

[See how to improve >](#)

## INDUSTRY MATCH & SCORE SUMMARY

**Marketing, SEO & Advertising Agencies Reputation: Kraft Digital Agency  
(kraftdigitalagency.com)**

**Reputation: 28 / 100**

### INDUSTRY CLASSIFICATION

The site aligns with the Marketing and SEO agency category, offering services such as International SEO, Local SEO, and Conversion Rate Optimization. However, the content density is heavily skewed towards the homepage, leaving the specialized service pages as hollow shells.

*"The score of 28 is driven primarily by the severe Semantic Coherence and Technical Gaps. While the homepage metrics prevented a higher score in the Information Density pillar, the complete lack of content on sub-pages and the unverified review counts significantly inflated the Trust and Coherence penalties."*

### 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://kraftdigitalagency.com> 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

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