

AI Reputation Analysis and Signal Evaluation - LASEO

BRAND AI REPUTATION

Marketing, SEO & Advertising Agencies Reputation: LASEO (laseo.co)

<https://laseo.co>

Industry: Marketing, SEO & Advertising Agencies

80

REPUTATION / 100

B

MARKETING, SEO & ADVERTISING AGENCIES

54.9 Avg Reputation

Based on 1856 businesses audited.

REPUTATION LEVEL

HIGHER REPUTATION THAN AVERAGE

LASEO has 25.1 points more reputation than the average for Marketing, SEO & Advertising Agencies.

EXPERT VERDICT

LASEO is a low-BS, high-substance specialist agency that effectively uses its 'SEO-only' niche to distance itself from generic marketing generalists. Aside from some repetitive branding loops and minor UI data gaps in case summaries, the forensic evidence proves they deliver the technical senior-level expertise they claim.

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INFO DENSITY

Power-words vs. Substance ratio.

19

63% Reputation

The information density is strong, with body substance heavily weighted toward technical deliverables like 'hreflang architecture' and 'multi-storefront setups.' However, the score is penalized by high concept repetition: the phrase '100% dedicated to SEO' and its variants appear on every page, creating a repetitive loop. Additionally, the Works page displays several '0' or '0+' metrics (e.g., '0+ Years of craft,' '0 Languages') in text blocks, which?regardless of whether they are UI placeholders?act as missing evidence in a data-driven pitch.

SEMANTIC COHERENCE

Homepage promise vs. Sub-page reality.

20

100% Reputation

There is zero detectable semantic drift between the homepage signal and sub-page substance. The H1 promise of being the 'best SEO agency in Amsterdam' is consistently supported by a Works page featuring major global brands and an Insights section that handles complex technical topics like RAG (Retrieval-Augmented Generation) and internal link decay. The target audience remains consistent (ambitious D2C and international brands) across all 6 audited pages.

TRUST & PROOF

Verifiable evidence vs. Trust Theatre.

16

80% Reputation

DIAGNOSIS: TRUST THEATRE

Trust signals are generally high-quality, featuring specific awards from SEMrush and Clutch. A minor penalty is applied for 'Trust Theatre' because the Insights page claims a review_count of 24 with only 1 proof_link_count, suggesting reviews are displayed without direct clickable verification on every page. However, the schema data provides legitimate sameAs links to Clutch and Sortlist, which mitigates the risk of total fabrication.

EVIDENCE: PROOF DENSITY

Proof density is very high for the agency category. The site lists over 15 named enterprise-level case studies and provides a technical 'Insights' repository that demonstrates expertise through teaching rather than just assertion. The ratio of verifiable evidence (named clients and technical guides) to vague fluff is significantly better than industry averages.

COMMODITY FINGERPRINT

Detection of industry clichés/templates.

10

67% Reputation

The site carries a moderate commodity fingerprint due to its reliance on the cliché header 'Your ambition, our expertise' and jargon like 'data-driven growth.' These generic marketing phrases are common in the industry_jargon dictionary. The agency offsets this by having a clear, non-commodity value proposition: explicitly rejecting full-service marketing to focus exclusively on the SEO pillar.

IDENTITY & AUTHORITY

Expert verifiability & Schema depth.

15

100% Reputation

DIAGNOSIS: AUTHORITY GAPS

There are no authority gaps. The site identifies a founder (Jaron Romijn), provides a physical Amsterdam headquarters address, and uses sophisticated schema JSON-LD that includes career-specific properties and third-party validation links. Technical credibility is high, as evidenced by a blog that discusses advanced SEO trends (GEO and AI Overviews) relevant to the August 2026 temporal anchor.

EVIDENCE: PERFORMANCE VS. CLAIMS

The disconnect is minimal. While the site makes the bold claim of being the '#1 SEO Agency,' it attributes this specifically to SEMrush rankings and backs it with a roster of named, high-tier clients like Philips, Bugaboo, and Palo Alto Networks. The only weakness is the lack of specific percentage-based outcomes in the text-only summaries of some cases.

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INDUSTRY MATCH & SCORE SUMMARY

Marketing, SEO & Advertising Agencies Reputation: LASEO (laseo.co)

Reputation: 80 / 100

INDUSTRY CLASSIFICATION

LASEO perfectly aligns with the Marketing, SEO & Advertising Agencies category, specifically positioning itself as a specialized 'SEO-only' firm. The content focus on technical SEO, link building, and Generative Engine Optimization (GEO) confirms a deep-domain expertise in the current search landscape.

"The score of 80 reflects a site with very low bullshit. The points were exclusively triggered by high concept repetition (5 points), industry-standard jargon matches (3 points), and placeholder metrics in case studies (3 points). It ranks in the top tier of agencies for forensic credibility."

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

Verified Analysis Date: August 12, 2026

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