

AI Reputation Analysis and Signal Evaluation - Hatch Digital

BRAND AI REPUTATION

Marketing, SEO & Advertising Agencies Reputation: Hatch Digital (madebyhatch.com)

<https://madebyhatch.com>

Industry: Marketing, SEO & Advertising Agencies

73

REPUTATION / 100

B

MARKETING, SEO & ADVERTISING AGENCIES

55 Avg Reputation

Based on 1879 businesses audited.

REPUTATION LEVEL

HIGHER REPUTATION THAN AVERAGE

Hatch Digital has 18 points more reputation than the average for Marketing, SEO & Advertising Agencies.

EXPERT VERDICT

Hatch Digital is a low-BS agency that successfully trades on pragmatism and verifiable Irish case studies. It avoids the 'Global Enterprise' trap by staying strictly focused on measurable local outcomes. The only significant weakness is the lack of clickable verification for its high volume of testimonials.

[See how to improve >](#)

INFO DENSITY

Power-words vs. Substance ratio.

25

83% Reputation

The site exhibits high information density, counteracting typical agency fluff with specific hard metrics. For example, the Work page cites '10.3x Organic clicks' for Beacon Recruitment and '4,500+ Customer-support hours saved' for ME Group. Headings are predominantly functional (e.g., 'Web Design & Development') or entity-driven ('How Vulcan Turned...'), with a low saturation of empty power words like 'revolutionary' or 'world-class'.

SEMANTIC COHERENCE

Homepage promise vs. Sub-page reality.

20

100% Reputation

There is virtually zero semantic drift between the homepage signal and sub-page substance. The homepage H1 focuses on helping businesses 'Win More Customers,' which is consistently supported by the Local SEO and Web Design sub-pages that detail exactly how conversion and visibility are achieved. The service descriptions remain grounded in commercial outcomes across the entire 6-page architecture.

TRUST & PROOF

Verifiable evidence vs. Trust Theatre.

6

30% Reputation

DIAGNOSIS: TRUST THEATRE

This is the primary driver of the BS score, as the site displays a high review_count (90 on homepage) but a proof_links_count of 0 across all pages. While the reviews include specific names (e.g., Kieran McDermott, Paudie Lyons) and detailed narratives, there are no outbound links to Google Business Profile or third-party platforms to verify these testimonials. The trust_theatre_flag is true because the 'verified reviews' claim lacks a direct verification path.

EVIDENCE: PROOF DENSITY

The proof density is high, with a ratio of approximately one verifiable case study or metric for every three generic marketing assertions. The inclusion of clear pricing starting points (e.g., 'Focused builds start from ?995') in the FAQ further reduces BS by replacing 'contact us for a quote' vagueness with transparent engagement structures.

COMMODITY FINGERPRINT

Detection of industry cliches/templates.

9

60% Reputation

The site uses some common industry clichés like 'ROI-driven' (implied) and 'conversion-led,' but differentiates itself through a unique anti-agency value proposition ('Tired of agencies that ghost you?'). Boilerplate fingerprints like 'Our Process' are present but have been customized with specific methodology like 'AI visibility baseline' and 'Entity & citation consistency,' reducing the commodity penalty.

IDENTITY & AUTHORITY

Expert verifiability & Schema depth.

13

87% Reputation

DIAGNOSIS: AUTHORITY GAPS

Authority is concentrated in a single named individual, 'Ben,' mentioned across testimonials and FAQs, but there is a lack of structured Person schema or sameAs links to professional profiles (LinkedIn). While the Organization schema is robust, the absence of a dedicated team or founder footprint in the structured data creates a minor authority gap for a 'Digital Growth Partner.'

EVIDENCE: PERFORMANCE VS. CLAIMS

There is a strong connection between the marketing tone and actual demonstrations. Unlike agencies that claim to 'dominate markets' without proof, Hatch Digital provides specific numbers (465K Google impressions, \$3m funding raised) tied to named clients. The technical implementation, featuring clean heading hierarchies and extensive JSON-LD, supports their claim of technical SEO expertise.

[See how to improve >](#)

INDUSTRY MATCH & SCORE SUMMARY

Marketing, SEO & Advertising Agencies Reputation: Hatch Digital (madebyhatch.com)

Reputation: 73 / 100

INDUSTRY CLASSIFICATION

The site is an exact match for the Marketing, SEO, and Advertising Agency category, specifically targeting the Irish SME market. The content provides a high level of vertical specificity, focusing on Local SEO and 'AI Search' deliverables rather than generic global marketing.

"The score of 73 reflects a high-substance site penalized mainly by the 'Trust and Proof' pillar due to unlinked reviews. The site's Information Density and Semantic Coherence are nearly perfect, placing it firmly in the 'Low BS' category. The presence of clear pricing and named client metrics makes it a outlier in an industry often characterized by high-fluff scores."

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://madebyhatch.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: September 3, 2026

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