

AI Reputation Analysis and Signal Evaluation - Makum

BRAND AI REPUTATION

Marketing, SEO & Advertising Agencies Reputation: Makum (makum.fi)

https://makum.fi

Industry: Marketing, SEO & Advertising Agencies



MARKETING, SEO & ADVERTISING AGENCIES

54.8 Avg Reputation

Based on 1834 businesses audited.

REPUTATION LEVEL

HIGHER REPUTATION THAN AVERAGE

Makum has 17.2 points more reputation than the average for Marketing, SEO & Advertising Agencies.

EXPERT VERDICT

Makum is a remarkably low-bullshit agency that prioritizes client evidence and educational transparency over marketing jargon. While they use some standard industry buzzwords, their 'what you see is what you get' approach is backed by genuine client identities and measurable success stories.

[See how to improve >](#)

INFO DENSITY

Power-words vs. Substance ratio.

21

70% Reputation

The site maintains a high ratio of substance to fluff, particularly on the Training and Reference pages. While the homepage relies on some generic descriptors like H5 Helppoa (Easy) and H5 Tuloksellista (Productive), it quickly pivots to specific evidence, listing 13+ named Case Studies including Headland and VRUA. Testimonials provide specific percentages, such as 40% follower growth and 25% sales increases, moving beyond mere platitudes.

SEMANTIC COHERENCE

Homepage promise vs. Sub-page reality.

19

95% Reputation

Drift is nearly non-existent. The homepage promise of being a Monipuolinen ja muutenkin mukava digimarkkinoinnin kumppani (Versatile and nice marketing partner) is consistently supported by specialized sub-pages for training, blogging, and execution. The H1 signal of being a 'partner' is evidenced by the detailed reference section that illustrates long-term client relationships rather than one-off project snapshots.

TRUST & PROOF

Verifiable evidence vs. Trust Theatre.

13

65% Reputation

DIAGNOSIS: TRUST THEATRE

The site triggers a trust theatre flag because it displays high review counts (up to 228 on some pages) without providing direct verification links in the local text blocks. However, this is largely mitigated by a dedicated Reference page containing 13 distinct Case Study links and identifiable client logos. Performance claims like 'results that speak for themselves' are generally linked to actual project descriptions, reducing the 'hot air' factor.

EVIDENCE: PROOF DENSITY

Proof density is high for this category. Out of the 6 pages analyzed, 5 contain specific evidence points including client names, workshop types, or metric-based testimonials. The Reference page effectively acts as a substance-anchor for the entire site, providing 13+ proof points against roughly 10 major marketing assertions.

COMMODITY FINGERPRINT

Detection of industry cliches/templates.

7

47% Reputation

The agency falls into some industry traps with its choice of value proposition keywords: Tuloksellista (Productive/Results-driven) and Suunniteltua (Planned) are common industry jargon. The template fingerprints for 'Our Services' and 'Why Choose Us' blocks are standard, but the 'mukava' (nice/pleasant) positioning provides a slight differentiation from typical hyper-aggressive 'growth hacking' agencies.

IDENTITY & AUTHORITY

Expert verifiability & Schema depth.

12

80% Reputation

DIAGNOSIS: AUTHORITY GAPS

Authority is well-established through named experts like Kim Pitkänen, who is pictured and credited as a trainer. Schema identity is present but could be more robust; while Organization schema exists, there is a lack of specific Person schema with sameAs links to external professional profiles. The technical implementation is current, with 2026 update stamps indicating active maintenance.

EVIDENCE: PERFORMANCE VS. CLAIMS

There is a minor disconnect on the homepage where bold headers promise 'concrete results' without immediate data, but the Reference sub-page rectifies this with named projects. Unlike many agencies that hide behind anonymous 'Client A' testimonials, Makum identifies the business owners (Mari, Anni, Jori), which significantly lowers the BS score in this category.

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INDUSTRY MATCH & SCORE SUMMARY

Marketing, SEO & Advertising Agencies Reputation: Makum (makum.fi)

Reputation: 72 / 100

INDUSTRY CLASSIFICATION

Makum perfectly matches the Marketing, SEO & Advertising Agencies category. Its service portfolio, ranging from outsourced digital marketing (FB/IG/Google ads, SEO) to coaching workshops, is standard for the industry, and the site's content is entirely focused on these activities.

"The score of 72 is driven primarily by minor commodity fingerprinting and trust theatre flags (reviews without direct verification links on the homepage). The site scored exceptionally well in Semantic Coherence (1) and Identity/Authority (3) due to its high level of transparency and alignment between promises and delivered evidence."

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://makum.fi> 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

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