

AI Reputation Analysis and Signal Evaluation - Marie Haynes Consulting Inc.

BRAND AI REPUTATION

Marketing, SEO & Advertising Agencies
Reputation: Marie Haynes Consulting Inc.
(www.mariehaynes.com)

<https://www.mariehaynes.com>

Industry: Marketing, SEO & Advertising Agencies



REPUTATION LEVEL

MARKETING, SEO & ADVERTISING AGENCIES

54.8 Avg Reputation

Based on 1834 businesses audited.

HIGHER REPUTATION THAN AVERAGE

Marie Haynes Consulting Inc. has 26.2 points more reputation than the average for Marketing, SEO & Advertising Agencies.

EXPERT VERDICT

This site is a benchmark for low BS in the marketing sector, prioritizing technical transparency and specialized knowledge over high-volume sales fluff. It trades on a distinct personal brand backed by nearly two decades of documented observation. The clarity of pricing and the specificity of the AI-pivot make it a high-substance entity.

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INFO DENSITY

Power-words vs. Substance ratio.

25

83% Reputation

Information density is exceptionally high, with a minimal power-word-to-noun ratio. Headings such as H2 Marie Haynes: Agentic Search, AI and Google Algorithm Consultation are substantive, immediately defining a niche rather than using generic growth slogans. The body text includes specific technical protocols like WebMCP and references to the DOJ vs Google trial, providing significant educational substance over typical marketing filler.

SEMANTIC COHERENCE

Homepage promise vs. Sub-page reality.

20

100% Reputation

There is zero detectable semantic drift between the homepage signal and the sub-page evidence. The homepage positions the brand as a leader in the transition to AI search, and the services page delivers exact pricing for AI Strategy Reviews and Traffic Drop Assessments. The Gemini Era sub-page further supports the hero claim by detailing a curriculum focused on RankBrain and BERT, maintaining a perfect alignment between promise and product.

TRUST & PROOF

Verifiable evidence vs. Trust Theatre.

9

45% Reputation

DIAGNOSIS: TRUST THEATRE

The trust score is slightly impacted by the `trust_theatre_flag` being true while `proof_links_count` is 0, meaning testimonials are displayed without direct links to verifiable third-party platforms. However, this is significantly mitigated by the inclusion of a high-authority quote from The Atlantic and references to specific industry events like the 2019 Wix SEO Battle. Performance claims are generally tied to specific years and Google updates, reducing the overall 'theatre' effect.

EVIDENCE: PROOF DENSITY

The proof density is high, anchored by specific historical markers and external media validation. The site references exact pricing (\$3,500/mo, \$5,000/mo), which is a rare transparency in the agency world that serves as a primary BS-reducer. The mention of interactions with Google staff like Jeff Dean and Danny Sullivan adds a level of proximity-based proof that is rare in this industry.

COMMODITY FINGERPRINT

Detection of industry cliches/templates.

13

87% Reputation

The site successfully avoids the commodity fingerprint of a generic agency. While it uses template markers like About Us and Our Services, the content within those sections is uniquely biographical, documenting a 16-year career transition from veterinary medicine to SEO. The value proposition is highly differentiated, moving away from common ROI-driven campaigns jargon toward specialized AI-driven search insights.

IDENTITY & AUTHORITY

Expert verifiability & Schema depth.

14

93% Reputation

DIAGNOSIS: AUTHORITY GAPS

Authority gaps are non-existent due to robust technical implementation and a clear digital footprint. The structured data includes detailed Person and Organization schema with sameAs links to verified social profiles and Google Knowledge Graph IDs. The founder's credentials as a regular speaker at Pubcon and SMX are listed with specific dates and publications, providing a verifiable track record that many competitors lack.

EVIDENCE: PERFORMANCE VS. CLAIMS

There is almost no disconnect between marketing tone and demonstrated capability. Unlike sites that promise 'unrivaled results' without context, this site provides a clear diagnostic history, such as studying every Google update since 2011. The only minor gap is the absence of named, non-generic enterprise case studies with specific traffic-recovery percentages on the primary service pages.

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INDUSTRY MATCH & SCORE SUMMARY

Marketing, SEO & Advertising Agencies Reputation: Marie Haynes Consulting Inc. (www.mariehaynes.com)

Reputation: 81 / 100

INDUSTRY CLASSIFICATION

The site is a high-precision match for the Marketing and SEO industry, specifically specializing in algorithmic recovery and AI-search strategy. The content deviates from generic agency fluff by focusing on technical machine-learning concepts like Navboost, vector spaces, and Agentic Search.

"The low score of 81 is driven primarily by the total absence of semantic drift and the high specificity of the service offerings. Most points were lost in the Trust and Proof pillar due to the technical requirement of having verification links for reviews. The site's unique positioning on Agentic Search effectively neutralized the standard industry jargon 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://www.mariehaynes.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

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