

AI Reputation Analysis and Signal Evaluation - Marketing Miner

BRAND AI REPUTATION

Marketing, SEO & Advertising Agencies
Reputation: Marketing Miner
(www.marketingminer.com)

https://www.marketingminer.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

Marketing Miner has 25.2 points more reputation than the average for Marketing, SEO & Advertising Agencies.

EXPERT VERDICT

Marketing Miner is a high-substance, product-first platform with a remarkably low BS score for the marketing industry. It replaces vague agency promises with a transparent credit-based economy and granular technical utility.

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INFO DENSITY

Power-words vs. Substance ratio.

25

83% Reputation

The substance ratio is exceptionally high, with body text dedicated to granular technical specifications such as 100,000 keyword crawl limits, status code checks, and specific AI models like ChatGPT, Gemini, and Perplexity. Fluff headings are minimal, appearing only in template sections like [H2] Why choose us and [H3] Incredible value for money. The site avoids word salads, instead providing concrete nouns like [H3] Hreflang Checker and [H3] Structured Data Checker, which describe functional deliverables.

SEMANTIC COHERENCE

Homepage promise vs. Sub-page reality.

20

100% Reputation

The homepage H1 [H1] AI & SEO tool for data-driven marketers is directly supported by specialized sub-pages that detail specific mining features. There is no drift between the high-level 'AI' promise and the reality; the sub-pages actually describe AI Visibility Tracking with specific parameters for Google AI Overviews. Pricing consistency is absolute, with a clear credit system that applies to all described features across the site.

TRUST & PROOF

Verifiable evidence vs. Trust Theatre.

16

80% Reputation

DIAGNOSIS: TRUST THEATRE

Trust signals are robust but not perfect. While there is a review_count of 4 on the homepage and named testimonials from recognized industry figures like Cyrus Shepard, there is a low proof_links_count of 1 on many pages, meaning the site relies on logos (Ikea, Danone) and screenshots rather than third-party verified case study links. The trust_theatre_flag is false, as the claims are tied to specific tool outputs rather than unverifiable 'growth hacking' miracles.

EVIDENCE: PROOF DENSITY

The ratio of evidence to fluff is high, citing specific numeric capacities like '200,000 keywords on a weekly basis' and '1,000,000 status code checks.' Verified brands like Decathlon and Ikea serve as high-quality named clients, and the presence of 'View example report' buttons provides a direct proof path for the product's output. The proof is product-led, which is significantly more substantive than agency-led storytelling.

COMMODITY FINGERPRINT

Detection of industry cliches/templates.

9

60% Reputation

The site exhibits some template fingerprints like [H2] Trusted by leading brands and [H2] Why choose us, which are common to the SaaS industry. Matches to industry jargon like 'data-driven' and 'SEO tool' exist but are generally exempted from penalties because they are tied to specific technical endpoints and clear pricing models. The value proposition is differentiated by its 'bulk data' focus, which is a specific market position compared to generic 'marketing agencies'.

IDENTITY & AUTHORITY

Expert verifiability & Schema depth.

10

67% Reputation

DIAGNOSIS: AUTHORITY GAPS

The primary gap is the schema_json being null in the crawl data, which prevents automated verification of organization identity. While names like Cyrus Shepard and Sam Underwood are referenced, they lack Person schema or sameAs links within the provided metadata to anchor their authority. However, the technical implementation of the site matches its positioning, with clear heading hierarchies and programmatic access descriptions that build technical credibility.

EVIDENCE: PERFORMANCE VS. CLAIMS

Marketing Miner largely avoids the typical disconnect between claims and reality by focusing on tool capability rather than outcome guarantees. They do not promise 'Rank #1' but instead promise to 'Check positions of multiple keywords,' which is a verifiable technical function. The only minor disconnect is the subjective claim of [H3] Incredible value for money, which is a standard marketing assertion that lacks a direct price-comparison baseline.

[See how to improve >](#)

INDUSTRY MATCH & SCORE SUMMARY

Marketing, SEO & Advertising Agencies Reputation: Marketing Miner
(www.marketingminer.com)

Reputation: 80 / 100

INDUSTRY CLASSIFICATION

The site aligns perfectly with the Marketing and SEO tool category. Its content focuses on technical feature sets, credit-based usage, and programmatic API access rather than the vague narrative-driven claims typical of many marketing agencies.

"The score of 80 reflects a low-BS profile driven primarily by high information density and zero semantic drift. Points were only deducted for commodity template language and the lack of structured identity data."

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.marketingminer.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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