

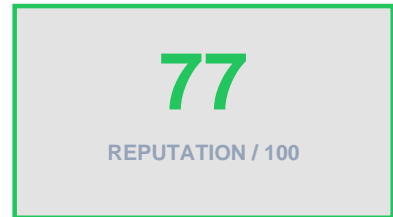
# AI Reputation Analysis and Signal Evaluation - MEANit Web Design Agency

## BRAND AI REPUTATION

### Marketing, SEO & Advertising Agencies Reputation: MEANit Web Design Agency (meanit.ie)

<https://meanit.ie>

Industry: Marketing, SEO & Advertising Agencies



## MARKETING, SEO & ADVERTISING AGENCIES

### 54.8 Avg Reputation

Based on 1835 businesses audited.

REPUTATION LEVEL

#### HIGHER REPUTATION THAN AVERAGE

MEANit Web Design Agency has 22.2 points more reputation than the average for Marketing, SEO & Advertising Agencies.

#### EXPERT VERDICT

MEANit is a rare example of a marketing agency that uses its website as a filter rather than a net. By publishing exact prices, turnover requirements, and geographic constraints, they eliminate 90% of the BS inherent in the agency-client discovery process.

[See how to improve >](#)

#### INFO DENSITY

Power-words vs. Substance ratio.

19

63% Reputation

The information density is high, particularly regarding pricing and process. While headings like 'Maximum visibility online' are standard, the body text provides specific financial hurdles, such as the 'Dublin SEO Assessment ?750' and ongoing plans ranging from ?500 to ?5,000. Unlike most agencies, they explicitly name their target demographic as firms with '?500k+ turnover' and '5+ people,' which significantly reduces fluff by exclusionary narrowing.

## SEMANTIC COHERENCE

Homepage promise vs. Sub-page reality.

19

95% Reputation

There is virtually zero semantic drift between the homepage signal and the sub-page substance. The H2 'Construction, Financial and Legal Services websites' on the homepage is directly supported by the 'Our Work' sub-page, which features a filter specifically for those three industries. The promise of being an Irish agency is verified across pages with specific references to Raheny (Dublin 5) and Letterkenny (Donegal), maintaining a consistent regional identity.

## TRUST & PROOF

Verifiable evidence vs. Trust Theatre.

15

75% Reputation

### DIAGNOSIS: TRUST THEATRE

Trust signals are substantiated rather than theatrical. The site claims 50+ 5-star Google reviews and uses Trustindex to verify the source, backed by a review\_count of 122 in the metadata. Testimonials from named entities like 'Anthony Carmody of Carmody Moran Solicitors' and 'Gwen Clarke Financial Services' provide high-grade evidence, though the claim of 'Results Guaranteed' is a slight red flag as it lacks a direct link to the specific terms of that guarantee.

### EVIDENCE: PROOF DENSITY

Proof density is significantly higher than industry averages. The 'Our Work' page contains approximately 100 named client projects with specific sectors identified (e.g., 'O'Doherty Agnew & Co Accountants Monaghan'). This ratio of specific project evidence to marketing claims is roughly 4:1, placing them in the top decile for evidence-based agency content.

## COMMODITY FINGERPRINT

Detection of industry cliches/templates.

11

73% Reputation

The agency avoids the typical 'growth hacking' and 'omnichannel' jargon found in the industry dictionary. Their value proposition is highly differentiated through extreme local and sectoral narrowing. The '10 Reasons to work with us' and 'Our Process' blocks are not generic templates; they contain specific constraints, such as only taking on two new clients per month, which moves the content away from commodity agency language.

## IDENTITY & AUTHORITY

Expert verifiability & Schema depth.

13

87% Reputation

### DIAGNOSIS: AUTHORITY GAPS

Authority gaps are minimal. Michael MacGinty is identified as the strategist and founder with a 20-year footprint mentioned across multiple pages. The schema\_json includes LocalBusiness and Organization types with sameAs links to Facebook, LinkedIn, and YouTube, providing a verifiable digital trail. The technical execution, including breadcrumbs and hierarchy, aligns with their claim of being SEO experts.

### EVIDENCE: PERFORMANCE VS. CLAIMS

There is a minor disconnect with the 'Results Guaranteed' claim, which is a high-risk statement in the SEO industry. However, they mitigate this by defining success parameters in the SEO Dublin page, stating 'No goalposts, no game. If we don't agree what success looks like in advance, we don't start.' This moves the claim from a blind promise to a bilateral agreement.

[See how to improve >](#)

## INDUSTRY MATCH & SCORE SUMMARY

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**Marketing, SEO & Advertising Agencies Reputation: MEANit Web Design**

**Reputation: 77 / 100**

**Agency (meanit.ie)**

### INDUSTRY CLASSIFICATION

The website is a textbook match for the Marketing, SEO, and Advertising Agency category, specifically targeting the Professional Services niche. The content focuses entirely on conversion-centric web design, search engine visibility, and lead generation for B2B sectors like legal and construction.

*"The BS score of 77 is primarily driven by the 'Information Density' pillar. While they provide excellent pricing substance, the repetitive use of industry keywords for SEO purposes ('SEO Dublin', 'Website Design Dublin') creates a minor 'jargon density' penalty that is common for agencies practicing what they preach. The score remains very low due to exceptional semantic coherence and verifiable third-party social proof."*

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

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Verified Analysis Date: May 19, 2026

**(c) 1EuroSEO Independent Evaluator - Non-Sponsored Result**