

AI Reputation Analysis and Signal Evaluation - Mojo

BRAND AI REPUTATION

Marketing, SEO & Advertising Agencies Reputation: Mojo (mojo.video)

https://mojo.video

Industry: Marketing, SEO & Advertising Agencies



MARKETING, SEO & ADVERTISING AGENCIES

54.8 Avg Reputation

Based on 1834 businesses audited.

REPUTATION LEVEL

HIGHER REPUTATION THAN AVERAGE

Mojo has 11.2 points more reputation than the average for Marketing, SEO & Advertising Agencies.

EXPERT VERDICT

Mojo is a high-substance SaaS product with a low-authority digital footprint. It avoids the typical 'vague agency' BS by providing clear pricing and feature lists, but it fails the forensic check by hiding its 840,000 ratings behind unlinked text and providing no Organization or Software schema.

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INFO DENSITY

Power-words vs. Substance ratio.

25

83% Reputation

Mojo exhibits high substance in its body text, citing specific counts like 500+ templates and 50 million downloads. While some H2 headings use power words like powerful and outstanding, they are immediately anchored by functional descriptions such as auto captions and background removal. The pricing page is exceptionally dense, listing specific features for Free, Pro, and Teams tiers without hiding behind 'contact for quote' walls.

SEMANTIC COHERENCE

Homepage promise vs. Sub-page reality.

20

100% Reputation

There is virtually zero semantic drift across the four pages. The homepage H1 and hero promise tools for animated visuals, which the sub-pages for pricing and industry segments (Agencies, Small Business) deliver with consistent messaging. The agency-specific page successfully pivots the value prop to professional needs like team folders and brand kits without contradicting the core product mission.

TRUST & PROOF

Verifiable evidence vs. Trust Theatre.

8

40% Reputation

DIAGNOSIS: TRUST THEATRE

The site relies heavily on trust theatre, featuring a 4.9/5.0 rating claim and 840K ratings without a single outbound link to the App Store or Google Play to verify these figures (proof_links_count = 0). The 'They love us!' section and mentions of 30 million creators act as massive social proof, but remain forensic dead ends due to the lack of external validation paths. This creates a significant gap between the scale of the claims and the verifiable evidence provided.

EVIDENCE: PROOF DENSITY

The proof density is skewed toward quantitative self-reporting (30m creators, 50m downloads) rather than qualitative verification. There are no named case studies or third-party review links, meaning the ratio of 'verifiable evidence' to 'assertions' is low. Despite this, the extreme specificity of the feature lists and pricing provides more substance than the average marketing-heavy website.

COMMODITY FINGERPRINT

Detection of industry cliches/templates.

11

73% Reputation

The site uses several industry cliches like 'Simple pricing' and 'Social content made easy,' but avoids the high-level jargon typical of the agency sector. The value proposition of a template-based editor is common in the commodity SaaS market, and the section headers like 'Frequently asked questions' are standard boilerplate. However, the unique targeting of 'Digital Agencies' vs 'Local Businesses' with specific feature sets reduces the overall commodity score.

IDENTITY & AUTHORITY

Expert verifiability & Schema depth.

2

13% Reputation

DIAGNOSIS: AUTHORITY GAPS

A major authority gap exists due to the total absence of structured data (schema_json = null) and named experts. There are no founders, developers, or specialists named in the content, resulting in a 'faceless brand' profile that lacks person-based authority. Additionally, the technical implementation shows a double H1 structure on the homepage, which undermines the claim of being a top-tier tech platform.

EVIDENCE: PERFORMANCE VS. CLAIMS

Claims such as 'Iterate on client feedback in seconds' and 'Create viral content' are bold performance assertions that lack supporting case studies. While the app's features (auto-resizing, brand kits) logically support these claims, the site provides no named client examples or 'before and after' metrics to prove that these 'seconds' are actually achieved. The marketing tone is highly optimistic, bordering on hyperbole, but is somewhat mitigated by the free trial offers.

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INDUSTRY MATCH & SCORE SUMMARY

Marketing, SEO & Advertising Agencies Reputation: Mojo (mojo.video)

Reputation: 66 / 100

INDUSTRY CLASSIFICATION

The site represents a SaaS product for video creation rather than a traditional marketing agency. While it targets agencies as a customer segment, its content structure is product-led, providing high functional specificity that contrasts with typical agency fluff.

"The BS score of 66 is primarily driven by the 'Identity and Authority' and 'Trust and Proof' pillars. While the site is informative and consistent, the total lack of linked external proof and structured data prevents it from achieving a 'Minimal BS' rating. The high Information Density score acts as the primary anchor, keeping the score out of the 'High BS' range."

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://mojo.video> 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 31, 2026

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