

AI Reputation Analysis and Signal Evaluation - Mortimedia

BRAND AI REPUTATION

Marketing, SEO & Advertising Agencies Reputation: Mortimedia (mortimedia.es)

<https://mortimedia.es>

Industry: Marketing, SEO & Advertising Agencies

17

REPUTATION / 100

B

MARKETING, SEO & ADVERTISING AGENCIES

54.9 Avg Reputation

Based on 1847 businesses audited.

REPUTATION LEVEL

LOWER REPUTATION THAN AVERAGE

Mortimedia has 37.9 points less reputation than the average for Marketing, SEO & Advertising Agencies.

EXPERT VERDICT

Mortimedia is a 'Ghost Agency'? a digital shell that hasn't been meaningfully updated since 2018 according to its own schema dateModified stamps. It represents maximum BS through omission, offering a 'relaxing sofa' instead of a professional service portfolio.

[See how to improve >](#)

INFO DENSITY

Power-words vs. Substance ratio.

4

13% Reputation

The information density is near zero. Headings such as H1 'Somos' and H2 'Siéntate, relájate y cuéntanos qué necesitas' are 100% fluff, containing no specific nouns, numbers, or service descriptions. The body text across both analyzed pages is flagged as insufficient (char_count: 0), indicating a site that relies entirely on vague atmosphere rather than actionable information.

SEMANTIC COHERENCE

Homepage promise vs. Sub-page reality.

5

25% Reputation

There is a massive drift between the meta-title's promise of 'Security' and the actual page content which mentions nothing about technical protocols or safety. The homepage positions the brand as a creative partner, but the sub-pages (specifically the contact page) fail to elaborate on any service pillars, resulting in a total signal-substance disconnect.

TRUST & PROOF

Verifiable evidence vs. Trust Theatre.

5

25% Reputation

DIAGNOSIS: TRUST THEATRE

The site displays a review_count of 13 across its pages but provides a proof_links_count of 0. This is a textbook 'Trust Theatre' flag, where social proof is claimed but remains completely unverifiable. Without external links to Google Reviews, Clutch, or named client testimonials, these numbers are statistically irrelevant.

EVIDENCE: PROOF DENSITY

The proof density is 0%. Every single claim made (inspiration, creativity, security) is an unsubstantiated assertion. With zero proof links and zero named clients or projects, the site offers no evidence to counter the high BS score.

COMMODITY FINGERPRINT

Detection of industry cliches/templates.

3

20% Reputation

The site utilizes high-level 'boutique agency' cliches such as 'sit on our sofa' and 'relax,' which are meant to differentiate but actually match generic industry_jargon patterns for 'not your average agency.' Furthermore, the schema description still contains the default WordPress tagline 'Otro sitio realizado con WordPress,' a definitive template fingerprint.

IDENTITY & AUTHORITY

Expert verifiability & Schema depth.

0

0% Reputation

DIAGNOSIS: AUTHORITY GAPS

The authority gap is critical; there is no Organization schema, no mention of team members, and no sameAs links to social or professional profiles. The site claims to be an authority in marketing and security yet lacks the technical credibility of a properly configured JSON-LD graph or a current digital footprint.

EVIDENCE: PERFORMANCE VS. CLAIMS

The meta description claims the agency is 'inspiration, creativity, and communication,' yet the actual site demonstrates a total lack of communication with 0 characters of clean text in the body. There are no case studies or performance metrics to support the bold claims made in the metadata.

[See how to improve >](#)

INDUSTRY MATCH & SCORE SUMMARY

Marketing, SEO & Advertising Agencies Reputation: Mortimedia (mortimedia.es)

Reputation: 17 / 100

INDUSTRY CLASSIFICATION

The site identifies as a Publicidad, Marketing y Seguridad (Advertising, Marketing, and Security) agency. However, the lack of content makes it impossible to verify any actual operations in these sectors beyond meta-tag assertions.

"The score is driven by the total lack of substance (Information Density) and the extreme technical stagnation. The site hasn't been updated in approximately 8 years (Stale Evidence), and the 'Trust Theatre' of unlinked reviews heavily penalizes the Trust and Proof pillar."

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

Verified Analysis Date: August 2, 2026

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