

# AI Reputation Analysis and Signal Evaluation - Netpeak Bulgaria

## BRAND AI REPUTATION

### Marketing, SEO & Advertising Agencies Reputation: Netpeak Bulgaria (netpeak.bg)

https://netpeak.bg

Industry: Marketing, SEO & Advertising Agencies



REPUTATION LEVEL

## MARKETING, SEO & ADVERTISING AGENCIES

### 54.8 Avg Reputation

Based on 1834 businesses audited.

#### HIGHER REPUTATION THAN AVERAGE

Netpeak Bulgaria has 23.2 points more reputation than the average for Marketing, SEO & Advertising Agencies.

#### EXPERT VERDICT

Netpeak Bulgaria is a high-substance technical agency that uses transparent pricing and verifiable ROI data to override common industry fluff. Its only significant BS markers are a lack of local team scale compared to global claims and an unsubstantiated 'No. 1' title. This is a rare example of an agency that proves its value through data rather than just claiming it.

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#### INFO DENSITY

Power-words vs. Substance ratio.

24

80% Reputation

Information density is exceptionally high for the agency sector. While some headings like 'Why choose us?' use standard power words, the body text is dense with specific nouns and numbers, particularly on the email marketing page which provides exact USD pricing (e.g., 'from 1,000 USD per month') and technical deliverables like 'RFM analysis' and 'Gantt chart' implementation. The ratio of fluff to specific claims is low compared to industry averages.

## SEMANTIC COHERENCE

Homepage promise vs. Sub-page reality.

17

85% Reputation

Minimal semantic drift observed between the homepage and sub-pages. The homepage H1 'Digital Marketing Agency No. 1' is a bold signal, but the sub-pages deliver the specific technical substance promised, such as the 'SEO 2.0' methodology and granular service breakdowns. There is a slight mismatch between the meta description claiming '950 certified specialists' and the team section listing 16 local Bulgarian staff, which suggests a 'Global vs. Local' authority drift.

## TRUST & PROOF

Verifiable evidence vs. Trust Theatre.

16

80% Reputation

### DIAGNOSIS: TRUST THEATRE

The site avoids trust theatre by backing its review counts with proof paths. Each page has a review\_count (up to 33) paired with a proof\_links\_count of 4, which corresponds to the named client case studies like Fakti.bg and Skyoptic.bg. Unlike generic agencies, the testimonials appear to be linked to actual project outcomes rather than floating quotes without context.

### EVIDENCE: PROOF DENSITY

Proof density is significantly higher than industry standards. The site provides 7+ named case studies with verifiable metrics (e.g., '123% growth in sessions' for Kidsfashion.bg) across multiple pages. This ratio of roughly 1 specific case study per page of content establishes a strong foundation of substance over marketing fluff.

## COMMODITY FINGERPRINT

Detection of industry cliches/templates.

10

67% Reputation

The site uses standard template fingerprints such as 'Our Services' and 'Meet the Team,' but the content within them is not generic. The pricing model for email marketing (starting at \$600 for list growth) is a unique differentiator that breaks the commodity 'Contact for Quote' mold. Some industry clichés like 'ROI-driven' and 'Success' are present but are secondary to the data-backed case studies.

## IDENTITY & AUTHORITY

Expert verifiability & Schema depth.

11

73% Reputation

### DIAGNOSIS: AUTHORITY GAPS

Authority gaps are narrow but present. While the team is named individually (e.g., Gennadiy Vorobyov, Nikolay Galinov), the schema\_json identifies the Organization but lacks individual Person schema or sameAs links to verify the specialists' digital footprints. However, the mention of '950 specialists' in the meta data for a local office of 16 people creates a transparency gap regarding the actual local capacity.

### EVIDENCE: PERFORMANCE VS. CLAIMS

There is a very small disconnect between the 'No. 1' claim and the proof provided. While the case studies show massive percentage gains (1359% growth for Fakti.bg), the specific criteria for being 'No. 1' (e.g., by revenue, by awards, by staff) is not clearly defined in the provided text, relying instead on a footnote marker that is missing substance.

[See how to improve >](#)

## INDUSTRY MATCH & SCORE SUMMARY

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### Marketing, SEO & Advertising Agencies Reputation: Netpeak Bulgaria (netpeak.bg)

Reputation: 78 / 100

#### INDUSTRY CLASSIFICATION

The content perfectly aligns with the Marketing, SEO, and Advertising Agency category. The presence of specific service pages for Technical SEO Audits, Migration, and Email/CRM marketing confirms a high-level technical focus common in performance agencies.

*"The score of 78 is driven primarily by the exceptional information density and proof paths. Points were deducted for the unsubstantiated 'No. 1' claim (Trust and Proof) and the discrepancy between global staff claims and local team display (Semantic Coherence and Authority). The presence of clear pricing significantly reduced the Commodity Fingerprint score."*

#### 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://netpeak.bg> 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 16, 2026

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