

AI Reputation Analysis and Signal Evaluation - Open Strategy Partners

BRAND AI REPUTATION

Marketing, SEO & Advertising Agencies Reputation: Open Strategy Partners (openstrategypartners.com)

<https://openstrategypartners.com>

Industry: Marketing, SEO & Advertising Agencies

80

REPUTATION / 100

B

MARKETING, SEO & ADVERTISING AGENCIES

55 Avg Reputation

Based on 1879 businesses audited.

REPUTATION LEVEL

HIGHER REPUTATION THAN AVERAGE

Open Strategy Partners has 25 points more reputation than the average for Marketing, SEO & Advertising Agencies.

EXPERT VERDICT

Open Strategy Partners is a rare example of a high-substance consultancy that uses marketing language to describe, rather than disguise, its services. The transparency regarding pricing, workshop duration, and technical frameworks makes it a low-BS outlier in the agency space. Its primary weakness is a lack of external third-party verification links for its testimonials.

[See how to improve >](#)

INFO DENSITY

Power-words vs. Substance ratio.

25

83% Reputation

Information density is exceptionally high for the agency category. The site provides granular details such as a 120-minute workshop session for its messaging audit and transparent monthly retainers starting at 2500 Euro for its Thought Leadership Engine. While headings like We help tech companies plan and create better content that works contain some common power words, they are immediately supported by specific nouns and named frameworks like DIKW and Customer Value Maps in the body text.

SEMANTIC COHERENCE

Homepage promise vs. Sub-page reality.

20

100% Reputation

Zero semantic drift detected between the primary signal and sub-page substance. The homepage promises technical marketing built on technical truth, and the sub-pages deliver by introducing a team of named communications consultants with technical backgrounds (e.g., authors of the TYPO3 Guidebook). The transition from the high-level goal of bridging the gap to the operational reality of social derivatives and monthly content calls is seamless.

TRUST & PROOF

Verifiable evidence vs. Trust Theatre.

14

70% Reputation

DIAGNOSIS: TRUST THEATRE

The site triggers a minor trust theatre flag due to a review_count of 4 to 9 across various pages without corresponding proof_links_count in the structured data. While testimonials are attributed to specific C-suite individuals like Thomas Schedler (Sulu GmbH) and Tim Doyle (Drupal Association), the lack of direct links to third-party verification platforms like Clutch or G2 constitutes the primary source of unverified signal, though the depth of the testimonials suggests high authenticity.

EVIDENCE: PROOF DENSITY

Proof density is significantly higher than the industry average. Across 6 pages, the analysis found 5+ named client case studies, specific monthly pricing tiers, and a detailed breakdown of team member backgrounds. The ratio of vague assertions (e.g., dominate your market) to verifiable evidence (e.g., 8-16 social derivatives per article) favors the latter, resulting in a very low BS score.

COMMODITY FINGERPRINT

Detection of industry cliches/templates.

11

73% Reputation

The commodity fingerprint is low because OSP defines its own proprietary methodologies rather than relying on industry jargon. Phrases like 90 percent Time Recapture and Technical Truth replace standard cliches like ROI-driven strategy. However, the presence of template-standard sections like Why choose OSP? and Client success stories prevents a perfect score in this pillar, despite the content within those sections being unique and non-generic.

IDENTITY & AUTHORITY

Expert verifiability & Schema depth.

10

67% Reputation

DIAGNOSIS: AUTHORITY GAPS

There are minor authority gaps in the technical implementation of identity. While the team members like Tracy Evans and Jeffrey A. McGuire are named with extensive career history, the schema_json lacks Person or Organization structured data with sameAs links to LinkedIn or other external profiles. The site relies on text-based authority rather than machine-readable proof paths for its experts.

EVIDENCE: PERFORMANCE VS. CLAIMS

There is almost no disconnect between marketing tone and demonstrated capability. The site claims to reduce time investment for content production and then outlines exactly how (insight capture interviews vs. independent writing). Bold claims like increased RFP wins for Palantir.net are directly linked to internal case study pages, providing a logical path from claim to substance.

[See how to improve >](#)

INDUSTRY MATCH & SCORE SUMMARY

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Reputation: 80 / 100

INDUSTRY CLASSIFICATION

The site strongly aligns with the Marketing & Advertising industry, specifically targeting a niche in B2B technology and Open Source projects. The content confirms this by referencing specific software ecosystems like Drupal, TYPO3, and Sulu CMS, moving beyond generic agency claims into high-specialization territory.

"The score of 80 is driven primarily by minor gaps in Trust and Proof and Identity and Authority. The Information Density and Semantic Coherence pillars scored near-zero for BS, as the site provides more specific technical and financial details than 95 percent of its competitors. The lack of structured data for named experts and missing external proof links are the only significant points of friction."

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://openstrategypartners.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: September 7, 2026

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