

AI Reputation Analysis and Signal Evaluation - pixelart

BRAND AI REPUTATION

Marketing, SEO & Advertising Agencies
Reputation: pixelart
(www.pixelart-agency.com)

<https://www.pixelart-agency.com>

Industry: Marketing, SEO & Advertising Agencies

68

REPUTATION / 100

B

MARKETING, SEO & ADVERTISING AGENCIES

54.9 Avg Reputation

Based on 1856 businesses audited.

REPUTATION LEVEL

HIGHER REPUTATION THAN AVERAGE

pixelart has 13.1 points more reputation than the average for Marketing, SEO & Advertising Agencies.

EXPERT VERDICT

Pixelart is a high-substance agency that hides behind a thin veil of standard marketing fluff. While the headings are generic, the 'Trending' and 'About' pages reveal a deep technical bench and a legitimate enterprise-scale operation. It is one of the few agencies where the internal page depth actually exceeds the homepage promise.

[See how to improve >](#)

INFO DENSITY

Power-words vs. Substance ratio.

20

67% Reputation

While headings like Embrace the power of digital and Strategische Beratung trifft digitale Exzellenz are high-velocity fluff, the body content provides significant concrete data. Specifically, the site cites a team size of +90, a 3000 m2 HQ office in Salzburg, and a founding date of 2004. The Trending page demonstrates high technical density, moving beyond generic marketing to discuss specific protocols like Agentic Commerce Protocol and Microsoft Clarity implementation.

SEMANTIC COHERENCE

Homepage promise vs. Sub-page reality.

17

85% Reputation

The homepage H1 promising a Full Service Digitalagentur is consistently supported across all sub-pages. There is zero drift toward low-end packages; the site maintains its enterprise focus, evidenced by the Industries page targeting sectors like Automotive, Finance, and Energy. The sub-pages provide the technical 'how-to' (e.g., Generative Engine Optimization) that the homepage only implies.

TRUST & PROOF

Verifiable evidence vs. Trust Theatre.

15

75% Reputation

DIAGNOSIS: TRUST THEATRE

The site avoids standard trust theatre flags, but there is a notable disconnect in review volume. With a team of +90 and a 20-year history, a review_count of 1 on the homepage and 3 on the case study page is statistically insignificant. However, this is neutralized by a high volume of named, recognizable enterprise clients (Siemens, Rosenbauer, Porsche Holding) which serves as verifiable proof in lieu of star ratings.

EVIDENCE: PROOF DENSITY

Proof density is high regarding 'who' they work with but moderate regarding 'what' they achieved. The site lists over 20 specific, named international brands as clients, which is a high substance-to-fluff ratio for the industry. The presence of technical articles by named employees on the Trending page provides proof of expertise that substantiates the homepage claims.

COMMODITY FINGERPRINT

Detection of industry cliches/templates.

8

53% Reputation

The agency falls into industry cliches with phrases like digital success-story and making you move forward courageously. However, it achieves differentiation through a specialized Digital Travel unit and deep-dive technical content. The template fingerprints for Case Studies and Trending are populated with unique, high-value content rather than boilerplate placeholders.

IDENTITY & AUTHORITY

Expert verifiability & Schema depth.

8

53% Reputation

DIAGNOSIS: AUTHORITY GAPS

A significant technical authority gap exists due to the total absence of JSON-LD schema (schema_json is null), which is a red flag for a 'digital excellence' agency. Conversely, human authority is strong; the site names specific authors for every blog post (e.g., Martin Holler, Sarah Aichinger) and provides headshots, creating a verifiable expert footprint that many competitors lack.

EVIDENCE: PERFORMANCE VS. CLAIMS

The site makes bold claims about creating meaningful digital impact but rarely attaches a hard ROI number to its case study teasers. While the client names are impressive, the results are described in qualitative terms (successful, strong brand) rather than quantitative metrics (e.g., 25% increase in conversion).

[See how to improve >](#)

INDUSTRY MATCH & SCORE SUMMARY

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INDUSTRY CLASSIFICATION

The content perfectly aligns with a high-end Digital Agency specializing in Web Experiences, Digital Commerce, and Marketing. The focus on enterprise-level platforms like Magnolia DXP and Pimcore confirms their positioning within the Marketing and Advertising sector.

"The score of 68 reflects a low-BS environment. The main penalties stem from the missing technical schema (Identity) and the use of industry-standard buzzwords in the primary heading structure. The score is kept low by the verifiable team size, specific client list, and the high technical quality of the blog content."

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://www.pixelart-agency.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: August 12, 2026

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