

AI Reputation Analysis and Signal Evaluation - Plutonic Media

BRAND AI REPUTATION

Marketing, SEO & Advertising Agencies Reputation: Plutonic Media (plutonic.dk)

https://plutonic.dk

Industry: Marketing, SEO & Advertising Agencies



MARKETING, SEO & ADVERTISING AGENCIES

54.8 Avg Reputation

Based on 1834 businesses audited.

REPUTATION LEVEL

HIGHER REPUTATION THAN AVERAGE

Plutonic Media has 7.2 points more reputation than the average for Marketing, SEO & Advertising Agencies.

EXPERT VERDICT

Plutonic Media is a high-performance agency that relies on a formulaic, template-heavy digital presence. While their numbers (spend, revenue scaling, case volume) are substantial and verifiable, the content delivery is industrially produced and repetitive. They are the 'McKinsey of mid-market e-commerce': effective, but highly standardized.

[See how to improve >](#)

INFO DENSITY

Power-words vs. Substance ratio.

15

50% Reputation

The site maintains a high substance ratio by anchoring claims with hard data, such as managing 102 million DKK in ad spend and scaling businesses from 5 to 50 million DKK. However, information density is diluted by excessive repetition; the '200+ webshops' statistic is recycled across nearly every page, appearing in multiple H2 tags. Body text like 'vækst og profit' and 'mærkbare resultater' functions as filler between these high-value data points.

SEMANTIC COHERENCE

Homepage promise vs. Sub-page reality.

18

90% Reputation

Semantic drift is exceptionally low. The homepage promise of being 'Ekspert i e-commerce vækst' is consistently supported by the sub-pages, which maintain a laser focus on webshop-specific outcomes rather than generic lead generation. The 'Business Lookalike' segments on service pages further reinforce this targeting by speaking directly to e-commerce CEOs and specialists.

TRUST & PROOF

Verifiable evidence vs. Trust Theatre.

16

80% Reputation

DIAGNOSIS: TRUST THEATRE

The site largely avoids trust theatre by providing a dedicated cases page with 51 reviews and named clients like Bodyman and IVECO. While some pages show a low review count in metadata (2 reviews), the presence of verified external proof paths to named projects and before-and-after profit metrics (e.g., '306% vækst i profit') provides genuine substance to their claims.

EVIDENCE: PROOF DENSITY

Proof density is high relative to the industry average. For every two generic marketing assertions, the site provides a verifiable data point (e.g., a satisfaction score of 9.4/10 or a specific year of founding, 2019). The ratio of specific nouns and numbers to power words in body content is approximately 1:3, which is significantly better than pure commodity agencies.

COMMODITY FINGERPRINT

Detection of industry cliches/templates.

3

20% Reputation

The site suffers from a heavy commodity fingerprint due to its rigid template structure. Identical blocks such as 'Hvorfor du burde vælge Plutonic' and the 'Hollywood-film' analogy are copy-pasted across SEO, Google Ads, and Social Ads pages with only the service noun changed. Value propositions like 'vi er din partner' and 'tæt samarbejde' are standard industry cliches that lack differentiation.

IDENTITY & AUTHORITY

Expert verifiability & Schema depth.

10

67% Reputation

DIAGNOSIS: AUTHORITY GAPS

Authority is partially established through Organization and Place schema, but there is a notable gap in individual expert verification. Calls to action suggest contacting 'Kevin' or 'Peter' without providing surnames, professional biographies, or Person schema, which creates a 'faceless agency' vibe despite the claim of being a 'dedicated team.'

EVIDENCE: PERFORMANCE VS. CLAIMS

There is a minimal disconnect between claims and evidence. Most bold performance assertions, such as reaching 'tops in Googles organiske søgeresultater,' are linked to specific client cases or the managed spend figure of 102 million DKK. The site successfully uses its cases as a buffer against being perceived as pure marketing fluff.

[See how to improve >](#)

INDUSTRY MATCH & SCORE SUMMARY

**Marketing, SEO & Advertising Agencies Reputation: Plutonic Media
(plutonic.dk)**

Reputation: 62 / 100

INDUSTRY CLASSIFICATION

The site perfectly aligns with the Marketing and Advertising agency category, specifically focusing on the e-commerce niche. All service offerings (SEO, PPC, Social Ads, Automation) are standard for this sector, and the vocabulary used matches the expected industry jargon.

"The score of 62 reflects a site that has high substance (low BS) but is penalized by a heavy commodity fingerprint and significant content repetition. The Information Density and Commodity Fingerprint pillars drove the score up due to the standardized template language used across all five service sub-pages."

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://plutonic.dk> 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 19, 2026

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