

# AI Reputation Analysis and Signal Evaluation - PromoMasters Online Marketing

## BRAND AI REPUTATION

### Marketing, SEO & Advertising Agencies Reputation: PromoMasters Online Marketing (www.promomasters.at)

https://www.promomasters.at

Industry: Marketing, SEO & Advertising Agencies



REPUTATION LEVEL

## MARKETING, SEO & ADVERTISING AGENCIES

### 54.8 Avg Reputation

Based on 1834 businesses audited.

#### HIGHER REPUTATION THAN AVERAGE

PromoMasters Online Marketing has 25.2 points more reputation than the average for Marketing, SEO & Advertising Agencies.

#### EXPERT VERDICT

PromoMasters is a rare specimen of an agency that provides a 'Substance-First' digital presence, substituting typical marketing vaporware with transparent pricing and verified longevity. It successfully bridges the gap between legacy expertise and 2026-relevant KI/GEO requirements without losing its technical grounding. This is a high-substance, low-bullshit operation.

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#### INFO DENSITY

Power-words vs. Substance ratio.

24

80% Reputation

Information density is exceptionally high for the agency sector. Unlike competitors that hide costs, PromoMasters provides granular pricing such as hourly rates of 95 to 135 Euro and monthly packages starting at 269 Euro for Ads and 595 Euro for SEO. The text includes specific nouns and metrics, such as a 17-member team and a 25-year history starting with Yahoo optimization in 1996. Generic fluff is present in headings like 'Herzlich WILLKOMMEN' but is immediately followed by substantial body text regarding corporate history and founder backgrounds.

## SEMANTIC COHERENCE

Homepage promise vs. Sub-page reality.

17

85% Reputation

There is almost zero semantic drift between the high-level claims and service-level delivery. The homepage's primary signal of being a 'KI SEO Agentur' is directly supported on the Suchmaschinenoptimierung sub-page with a technical breakdown of GEO (Generative Engine Optimization) and specific mentions of LLMs like Claude, DeepSeek, and Perplexity. Messaging remains consistent across all six pages regarding their locations (Salzburg, Wien, Villach) and their specialized 'Digitales Personalmarketing' service. The only minor drift is the slight variation in team size mentioned (17 vs 18 experts).

## TRUST & PROOF

Verifiable evidence vs. Trust Theatre.

15

75% Reputation

### DIAGNOSIS: TRUST THEATRE

Trust signals are largely substantiated and verified through external paths. The site claims 114 reviews on ProvenExpert and 72 on Google, which are supported by valid JSON-LD schema aggregate ratings and external proof links. The mention of the 2024 Constantinus Award Bronze is a specific, dated claim that provides high temporal credibility relative to the May 2026 audit date. While they use the 'Google Partner' badge, it is accompanied by specific hotline numbers and service packages that prove active management rather than just badge-hunting.

### EVIDENCE: PROOF DENSITY

Proof density is high, with a significant ratio of verifiable facts to vague assertions. For every claim of '25 years of knowledge,' there is a specific date (1999 founding) and a founder history (1996 Yahoo). The site provides a list of specific SEO tools used (Sistrix, Ahrefs, SEMrush) rather than claiming 'proprietary magic.' External validation is provided through links to multiple review platforms and industry awards like the Constantinus Preisträger 2024.

## COMMODITY FINGERPRINT

Detection of industry cliches/templates.

11

73% Reputation

The site uses some industry jargon like 'data-driven' and 'ROI-driven,' but these are often exempted from penalties because they are tied to specific pricing models and technical audits. The 'Why Choose Us' and 'Our History' sections avoid the boilerplate trap by including unique local details, such as Michael Kohlfürst's background in gastronomy and his early career at an internet sports betting provider. The value proposition is clearly differentiated through its status as Austria's first SEO agency and its unique integration of HR expertise into digital marketing.

## IDENTITY & AUTHORITY

Expert verifiability & Schema depth.

13

87% Reputation

### DIAGNOSIS: AUTHORITY GAPS

Authority gaps are non-existent due to comprehensive professional footprints. Founders Michael Kohlfürst and Andrea Starzer are listed with full academic titles (MBA, CMC), direct contact information, and linked social profiles within the Person schema. The technical implementation is robust, featuring clean heading hierarchies and extensive JSON-LD graphs that connect the organization to its various locations and experts. There is no evidence of 'ghost experts' or unverified claims of leadership.

### EVIDENCE: PERFORMANCE VS. CLAIMS

The disconnect between marketing tone and demonstrated capability is minimal. While the site uses energetic hashtags like #WirSindSEO, it backs these with a technical FAQ that explains the actual mechanics of Meta Tags, Black Hat SEO, and Onpage vs Offpage optimization. They do not guarantee rankings, which is a significant BS-reduction indicator in the SEO industry. Instead, they provide a realistic 'SEO Trends Report' and specific time-based budget expectations.

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## INDUSTRY MATCH & SCORE SUMMARY

**Marketing, SEO & Advertising Agencies Reputation: PromoMasters Online**

**Reputation: 80 / 100**

**Marketing (www.promomasters.at)**

### INDUSTRY CLASSIFICATION

The website perfectly matches the Marketing, SEO and Advertising agency category, specifically focusing on the DACH region (Austria/Germany/Switzerland). The content confirms a deep specialization in search engine optimization (SEO), search engine advertising (SEA), and the emerging field of Generative Engine Optimization (GEO).

*"The score of 80 is driven primarily by the high degree of transparency in pricing and the verified historical authority of the founders. Minor points were deducted for concept repetition (longevity claims) and the use of some industry cliches in service descriptions. The site's technical schema and verifiable trust signals place it in the top 5 percent of agencies for bullshit avoidance."*

### 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.promomasters.at> 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 16, 2026

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