

AI Reputation Analysis and Signal Evaluation - Residual Rank

BRAND AI REPUTATION

Marketing, SEO & Advertising Agencies Reputation: Residual Rank (residualrank.com)

<https://residualrank.com>

Industry: Marketing, SEO & Advertising Agencies



REPUTATION LEVEL

MARKETING, SEO & ADVERTISING AGENCIES

54.8 Avg Reputation

Based on 1834 businesses audited.

LOWER REPUTATION THAN AVERAGE

Residual Rank has 1.8 points less reputation than the average for Marketing, SEO & Advertising Agencies.

EXPERT VERDICT

Residual Rank is a high-performing local freelancer wearing the mask of an Enterprise Agency. The site provides genuine local evidence through named client stories but undermines its own credibility with impossible 100% success claims and secretive methodology tropes.

[See how to improve >](#)

INFO DENSITY

Power-words vs. Substance ratio.

19

63% Reputation

The site exhibits a moderate fluff-to-substance ratio. Headings frequently use high-gravity power words such as Killer Google Ad Campaigns, Industry Leading SEO Strategies, and Skyrocket your business. However, these are balanced by specific body text claims including a named owner (Thomas J), a specific \$35M ad spend figure, and a detailed breakdown of localized pricing logic based on industry competition levels.

SEMANTIC COHERENCE

Homepage promise vs. Sub-page reality.

14

70% Reputation

There is a minor disconnect between the Enterprise SEO company claim in the meta description and the actual content which focuses almost exclusively on local Wichita small businesses like car repair and cleaning services. The homepage promises a senior SEO & Google Ranking team, but the Advertising Total Package page reveals a solo-operator model that prides itself on having no salesman or overhead fees, suggesting a freelance/boutique reality rather than a larger agency structure.

TRUST & PROOF

Verifiable evidence vs. Trust Theatre.

8

40% Reputation

DIAGNOSIS: TRUST THEATRE

The site claims 32 reviews on the homepage and 14 on service pages, yet the `proof_links_count` remains at 1, indicating that reviews are likely hardcoded text blocks rather than verified embeds from third-party platforms like Google Maps or Clutch. Performance claims like 100% success rate in achieving sales goals since 2014 are statistically improbable and lack external audit trails or data-backed case studies.

EVIDENCE: PROOF DENSITY

While the site lacks external proof links, it provides a high density of named local testimonials (e.g., Luxury Import Specialists, Harris Dream Clean). This local name-dropping serves as a tangible substance anchor, even if the metrics provided within those testimonials (e.g., 500% difference in visitors) are descriptive rather than verified through raw data exports.

COMMODITY FINGERPRINT

Detection of industry cliches/templates.

7

47% Reputation

The site uses heavy boilerplate template fingerprints such as What do you need? and Get in touch - 24/7 response repeated across all five analyzed sub-pages. The value proposition of being the #1 local option is a common commodity claim, though the explicit attack on big agency overhead provides a degree of unique positioning compared to standard agency clones.

IDENTITY & AUTHORITY

Expert verifiability & Schema depth.

5

33% Reputation

DIAGNOSIS: AUTHORITY GAPS

Authority is tied entirely to a single individual, Thomas J, who lacks a verifiable digital footprint within the provided `schema_json`. There is no Person schema or sameAs links to professional profiles (LinkedIn, Twitter), leaving the claim of 16+ years experience and \$35M in managed spend dependent solely on the site's own assertions.

EVIDENCE: PERFORMANCE VS. CLAIMS

The site makes bold, unverified performance assertions such as a secret way of dominating maps and the claim that a PPC account done well, cannot fail. These absolute statements ignore standard market volatility and platform algorithm changes, placing the content firmly in the marketing hyperbole category.

[See how to improve >](#)

INDUSTRY MATCH & SCORE SUMMARY

**Marketing, SEO & Advertising Agencies Reputation: Residual Rank
(residualrank.com)**

Reputation: 53 / 100

INDUSTRY CLASSIFICATION

The content perfectly matches the Marketing, SEO, and Advertising Agency category, focusing heavily on Local SEO, Google Maps, and PPC management for the Wichita, Kansas market.

"The score of 53 is primarily driven by Authority Gaps and Trust Theatre. The lack of structured data to verify the identity of Thomas J (Step 5) and the use of hardcoded reviews without proof paths (Step 3) offset the relatively high information density provided by the local Wichita client examples."

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://residualrank.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: May 19, 2026

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