

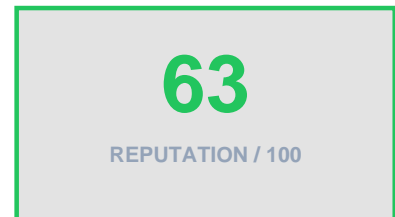
AI Reputation Analysis and Signal Evaluation - RIESENIA.com

BRAND AI REPUTATION

Marketing, SEO & Advertising Agencies
Reputation: RIESENIA.com
(www.riesenia.com)

<https://www.riesenia.com>

Industry: Marketing, SEO & Advertising Agencies



REPUTATION LEVEL

MARKETING, SEO & ADVERTISING AGENCIES

54.8 Avg Reputation

Based on 1834 businesses audited.

HIGHER REPUTATION THAN AVERAGE

RIESENIA.com has 8.2 points more reputation than the average for Marketing, SEO & Advertising Agencies.

EXPERT VERDICT

RIESENIA.com is a high-substance agency that is currently being let down by technical neglect and stale proof points. While their client roster and detailed testimonials are genuine, the reliance on decade-old awards and a broken portfolio link creates a 'set it and forget it' atmosphere that increases the BS score beyond what it should be for a firm of this caliber.

[See how to improve >](#)

INFO DENSITY

Power-words vs. Substance ratio.

23

77% Reputation

The site maintains a high substance-to-fluff ratio in its body text, citing concrete figures such as 20 years on market, 20+ colleagues, and 150+ projects. While headings like Technology. Strategy. Performance. are generic, they are immediately followed by specific technical details regarding data tracking and the SEE-THINK-DO framework. The presence of detailed, named client testimonials from reputable Slovak brands (Alain Delon, 4ka, TPD) provides significant informational weight.

SEMANTIC COHERENCE

Homepage promise vs. Sub-page reality.

17

85% Reputation

The messaging is highly consistent across the Slovak and English versions, positioning the firm as a hybrid of a media agency and a development house. The primary drift detected is technical rather than semantic: the E-commerce references sub-page (referencie/ecommerce) returns a 404 Not Found error, which contradicts the homepage claim of being experts in e-shop development. However, the service descriptions on the performance marketing page align well with the homepage's high-level promises.

TRUST & PROOF

Verifiable evidence vs. Trust Theatre.

13

65% Reputation

DIAGNOSIS: TRUST THEATRE

The homepage displays a review_count of 92, yet the proof_links_count is only 2, indicating that the vast majority of these reviews are not directly linked to third-party verification platforms. Despite this, the site avoids major trust theatre by providing long-form, named testimonials with specific roles (e.g., Retail Manager, CEO). The reliance on awards from 2017 and 2018 (Deloitte Fast 50, Blogger of the Year) suggests a stagnation in current external validation as of May 2026.

EVIDENCE: PROOF DENSITY

The ratio of evidence to assertions is fair, with at least seven distinct named client projects mentioned. However, the lack of recent metrics (post-2020) and the broken proof paths to deeper case studies reduce the overall density of verifiable evidence. The detailed description of the cookie list demonstrates more transparency than the average agency, showing the specific tools used for tracking.

COMMODITY FINGERPRINT

Detection of industry cliches/templates.

8

53% Reputation

The agency uses standard industry jargon such as data-driven, synergy, and personalization. The value proposition?combining development and marketing?is a common agency trope, but it is partially salvaged by the mention of a specific proprietary tool, Adboost. The template structure follows a predictable pattern (Our Clients, Case Studies, The Team), though the content within those blocks is customized with actual client logos and staff names.

IDENTITY & AUTHORITY

Expert verifiability & Schema depth.

2

13% Reputation

DIAGNOSIS: AUTHORITY GAPS

There is a significant authority gap regarding the recency of achievements; claiming authority through a 2017 Deloitte award and 2011/2012 Golden Nail awards is highly stale evidence in 2026. Furthermore, while experts like Vlado Cintula are named and pictured, there is no Person schema or sameAs links to professional profiles (LinkedIn) in the provided data. The lack of structured data (JSON-LD) is a notable technical failure for an agency claiming 'technology' as a core pillar.

EVIDENCE: PERFORMANCE VS. CLAIMS

The site makes bold claims about being an elite agency and a Google Premier Partner, which is backed by the client list but undermined by the 404 error on the portfolio page. The testimonials provide the only bridge between the claims and reality, specifically mentioning optimized advertising costs and automated reporting. Without a functional case study page, the user must rely entirely on these textual snippets.

[See how to improve >](#)

INDUSTRY MATCH & SCORE SUMMARY

Marketing, SEO & Advertising Agencies Reputation: RIESENIA.com
(www.riesenia.com)

Reputation: 63 / 100

INDUSTRY CLASSIFICATION

The content perfectly aligns with the Marketing and E-commerce development agency category. Evidence includes specific mentions of PPC management, SEO, UX design, and integration with accounting systems like POHODA.

"The score of 63 is driven primarily by the Identity and Authority pillar (13/15) due to the total absence of structured data and the use of highly stale (8-9 year old) award evidence. Information density is strong, preventing the score from entering the high-BS range."

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.riesenia.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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