

AI Reputation Analysis and Signal Evaluation - Roberto Serra - Agenzia SEO (RAANK S.R.L.)

BRAND AI REPUTATION

Marketing, SEO & Advertising Agencies
Reputation: Roberto Serra - Agenzia SEO
(RAANK S.R.L.) (www.roberto-serra.com)

<https://www.roberto-serra.com>

Industry: Marketing, SEO & Advertising Agencies

87

REPUTATION / 100

B

MARKETING, SEO & ADVERTISING AGENCIES

54.9 Avg Reputation

Based on 1843 businesses audited.

REPUTATION LEVEL

HIGHER REPUTATION THAN AVERAGE

Roberto Serra - Agenzia SEO (RAANK S.R.L.) has 32.1 points more reputation than the average for Marketing, SEO & Advertising Agencies.

EXPERT VERDICT

This is a rare example of a high-substance, low-BS agency site. It replaces generic 'innovative solutions' with published books, public speaking credentials, and transparent pricing. The bullshit level is negligible, as almost every marketing claim is anchored to a verifiable person, price, or data point.

[See how to improve >](#)

INFO DENSITY

Power-words vs. Substance ratio.

25

83% Reputation

The information density is exceptionally high for the agency sector. While some headings use standard power words like 'trasforma' or 'miglior', they are immediately grounded by specific body substance, such as the claim of '+127% average visibility' and Ludovica Allegretti's specific growth from '100 to 70,000 clicks/month'. Substance is found in the detailed explanation of the 'Serra Method' and the transparent pricing for feasibility audits (?580) and hourly consulting (?150).

SEMANTIC COHERENCE

Homepage promise vs. Sub-page reality.

20

100% Reputation

There is zero detectable semantic drift. The homepage promises 'Strategia, dati e IA' and the sub-pages deliver exactly that, with a deep dive into technical SEO, keyword research steps, and a link building page that realistically discusses risks like PBNs and penalties. The messaging is consistent from the hero section to the contact page, maintaining a professional 'partner' persona rather than a 'cheap service' provider.

TRUST & PROOF

Verifiable evidence vs. Trust Theatre.

18

90% Reputation

DIAGNOSIS: TRUST THEATRE

Trust theatre is virtually non-existent because the reviews are corroborated by specific client domain names (fastprivatejet.com, eurospin.it, urbe.aero). While the review_count is 14 on the consultancy page, the site avoids the typical 'anonymous user' trap. The trust signals are reinforced by verifiable third-party footprints, including a published book with Flaccovio and a TEDx speaker profile.

EVIDENCE: PROOF DENSITY

The proof density is high, with a ratio of specific evidence to vague assertions heavily favoring the former. Across the 6 pages, there are at least 15+ named client references and 5+ specific numerical KPIs. The inclusion of a pricing table for link building types further reduces the 'vague agency' factor.

COMMODITY FINGERPRINT

Detection of industry cliches/templates.

9

60% Reputation

The site does use common industry jargon such as 'data-driven strategy' and 'ROI', which accounts for a small point penalty in this pillar. However, the value proposition is differentiated by extreme pricing transparency and a specialized 'startup' focus. The 'Why Choose Us' sections are present but contain specific career milestones (+15 years, author of 'Visibilità') rather than boilerplate platitudes.

IDENTITY & AUTHORITY

Expert verifiability & Schema depth.

15

100% Reputation

DIAGNOSIS: AUTHORITY GAPS

Authority is the site's strongest point. The Person schema for Roberto Serra is comprehensive, including sameAs links to LinkedIn, Amazon (as an author), and institutional sites like Radio Radicale and Il Sole 24 Ore. There is no gap between the expert claims and the digital footprint; the founder's credentials as a TEDx speaker and book author are easily verifiable.

EVIDENCE: PERFORMANCE VS. CLAIMS

Unlike most agencies that hide behind vague 'we grow business' statements, this site connects performance claims to named individuals and companies. The disconnect is minimal; for instance, Andrea Terranova specifically cites a '300% ROI in 5 months'. The site demonstrates its methodology through these detailed testimonials rather than just asserting it.

[See how to improve >](#)

INDUSTRY MATCH & SCORE SUMMARY

**Marketing, SEO & Advertising Agencies Reputation: Roberto Serra -
Agenzia SEO (RAANK S.R.L.) (www.roberto-serra.com)**

Reputation: 87 / 100

INDUSTRY CLASSIFICATION

The site perfectly aligns with the Marketing, SEO & Advertising industry, specifically targeting mid-to-high level SEO consultancy and link building. The content demonstrates technical depth beyond generic agency fluff, referencing specific industry tools like SEOZoom, Ahrefs, and SEMRush.

"The score of 87 is driven entirely by the inevitable use of industry-standard jargon (pillar 4) and some conceptual repetition regarding 'data-driven' methodologies (pillar 1). All other pillars scored 0 or near-0 due to the extreme specificity and verifiable authority of the founder."

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.roberto-serra.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: July 21, 2026

(c) 1EuroSEO Independent Evaluator - Non-Sponsored Result