

AI Reputation Analysis and Signal Evaluation - SearchByAI

BRAND AI REPUTATION

Marketing, SEO & Advertising Agencies Reputation: SearchByAI (searchbyai.co)

<https://searchbyai.co>

Industry: Marketing, SEO & Advertising Agencies

77

REPUTATION / 100

B

MARKETING, SEO & ADVERTISING AGENCIES

54.9 Avg Reputation

Based on 1843 businesses audited.

REPUTATION LEVEL

HIGHER REPUTATION THAN AVERAGE

SearchByAI has 22.1 points more reputation than the average for Marketing, SEO & Advertising Agencies.

EXPERT VERDICT

A rare example of a marketing tool that provides more substance than signal. It functionally proves its value through a transparent live demo and specific technical documentation rather than relying on partner badges or vague 'growth' jargon.

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INFO DENSITY

Power-words vs. Substance ratio.

25

83% Reputation

The information density is exceptionally high for this category, with a low ratio of power words to technical nouns. Headings like 'Does ChatGPT recommend you or your competitors?' and 'Pages AI can use' focus on specific outcomes rather than vague promises like 'unrivaled synergy.' The body text provides specific metrics from studies dated 2026 (e.g., '900M people use ChatGPT every week') and lists specific AI engines (Claude, Perplexity, Gemini) rather than generic 'AI tools.'

SEMANTIC COHERENCE

Homepage promise vs. Sub-page reality.

20

100% Reputation

There is zero detectable semantic drift between the homepage signal and the sub-page substance. The H1 promises to show what ChatGPT recommends, and the /demo/ page delivers a granular 30-day case study of a specific brand (VisitDesk) with actual prompt responses and identified 'fix' priorities. The messaging is consistently focused on the 'fix layer' as a differentiator across all comparison pages (/vs/promptmonitor, /vs/otterly).

TRUST & PROOF

Verifiable evidence vs. Trust Theatre.

8

40% Reputation

DIAGNOSIS: TRUST THEATRE

Trust theatre is present but moderated. The site carries a trust_theatre_flag and displays review counts (up to 12 on vs pages), but the proof_links_count is 0 across all pages, meaning these reviews are not currently linked to third-party platforms like G2 or Trustpilot. While the data in the 'live demo' acts as functional proof, the lack of external validation links for the referenced 'Industry study 2026' creates a minor evidence gap.

EVIDENCE: PROOF DENSITY

Proof density is robust, characterized by a high ratio of verifiable technical evidence to vague assertions. The site provides 'receipts' for every claim on the demo page, showing the actual stored AI answers. This forensic approach to proving its own utility outweighs the fact that external source links for the industry statistics are missing from the raw text.

COMMODITY FINGERPRINT

Detection of industry cliches/templates.

14

93% Reputation

The commodity fingerprint is minimal. While it uses standard templates for pricing and FAQs, the content is highly differentiated from standard SEO agencies. It avoids the 15-match industry jargon array almost entirely, opting for specific terminology like 'llms.txt,' 'AI mentions,' and 'engine tax.' The value proposition?moving from monitoring to a 'fix layer'?is unique enough that it could not be easily copy-pasted by a generic competitor.

IDENTITY & AUTHORITY

Expert verifiability & Schema depth.

10

67% Reputation

DIAGNOSIS: AUTHORITY GAPS

There is a slight authority gap due to the absence of named founders or team members in the text or schema. The Organization and SoftwareApplication schema is technically sound and includes specific pricing offers, but lacks sameAs links to social profiles or external authority signals. The technical implementation is high-quality with no broken hierarchies, but the brand currently relies on 'demo projects' rather than named human experts.

EVIDENCE: PERFORMANCE VS. CLAIMS

The site avoids the standard 'measurable results, guaranteed' trap by explicitly stating in the 'no-snake-oil rule' that nobody can force ChatGPT to recommend a brand. This alignment between the claim of honesty and the lack of hyperbolic promises reduces the disconnect score significantly. Performance claims are tied to specific, measurable point increases (+31 pts) in a controlled demo environment.

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INDUSTRY MATCH & SCORE SUMMARY

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Reputation: 77 / 100

INDUSTRY CLASSIFICATION

The site fits the Marketing, SEO & Advertising industry specifically as a software-led solution for AI Search Optimization (AEO). It avoids the typical 'full-service agency' fluff by focusing on a specific technical deliverable: tracking and fixing brand recommendations within Large Language Models.

"The score was primarily driven by the lack of external proof links and unverified review counts (Trust and Proof: 12) and the absence of named human authorities in the schema (Identity and Authority: 5). The site scored near-zero in semantic drift and commodity fingerprinting due to its highly specific, non-templated technical content."

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://searchbyai.co> 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 5, 2026

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