

AI Reputation Analysis and Signal Evaluation - seodr.

BRAND AI REPUTATION

Marketing, SEO & Advertising Agencies Reputation: seodr. (seo-doktorn.se)

https://seo-doktorn.se

Industry: Marketing, SEO & Advertising Agencies



MARKETING, SEO & ADVERTISING AGENCIES

54.8 Avg Reputation

Based on 1835 businesses audited.

REPUTATION LEVEL

HIGHER REPUTATION THAN AVERAGE

seodr. has 0.2 points more reputation than the average for Marketing, SEO & Advertising Agencies.

EXPERT VERDICT

seodr. provides enough specific client data to prove they are a functional agency, but they mask this substance under a thick layer of 'world-class' hyperbole. The most damaging BS element is the visual performance indicators that ironically display zeros, undermining their core promise of technical optimization. It is a competent local agency dressed in global-leader costumes.

[See how to improve >](#)

INFO DENSITY

Power-words vs. Substance ratio.

18

60% Reputation

The site exhibits moderate substance by naming specific clients like Badrumsspecialisten and Lyma, accompanied by impressive growth percentages (84% and 764% respectively). However, this is diluted by heavy fluff in headings such as [H1] 'SEO-byrå i världsklass' and [H2] 'Digital marknadsföring som bryter igenom bruset.' The body substance ratio suffers from repetitive value propositions, such as the recurring '1+1 blir 3' concept across multiple pages without additional technical depth.

SEMANTIC COHERENCE

Homepage promise vs. Sub-page reality.

18

90% Reputation

There is minimal semantic drift between the homepage and sub-pages. The homepage H1 'Vi maximerar din konvertering' is consistently supported by the services listed on the /tjanster/ and /tjanst/seo/ pages. Unlike many agencies that drift toward enterprise claims on the sub-pages, seodr. remains consistent in its focus on small to medium-sized businesses and SEO-led digital strategy.

TRUST & PROOF

Verifiable evidence vs. Trust Theatre.

8

40% Reputation

DIAGNOSIS: TRUST THEATRE

The trust_theatre_flag is true across all analyzed pages. Despite claiming to be an 'Official Trustpilot Partner' and displaying a review_count of 2, there are zero proof_links_count provided to verify these testimonials or the partnership status. This lack of a proof path converts a strong trust signal into 'trust theatre' where the user must take the word of the agency at face value.

EVIDENCE: PROOF DENSITY

The ratio of proof to fluff is roughly 1:4. For every specific metric (e.g., '764% ökad organisk trafik'), there are four paragraphs of generic filler about 'building sustainable presence' and 'understanding your voice.' The absence of external proof paths (0 proof_links_count) significantly penalizes the overall proof density.

COMMODITY FINGERPRINT

Detection of industry cliches/templates.

6

40% Reputation

The site uses high-density industry clichés such as 'ROI-driven,' 'datadrivna beslut,' and 'spetskompetens.' The value proposition 'SEO in focus' is common in the Swedish market, though the specific mention of 'AI-SEO' (SEO 2.0) and a blog post dated April 2026 suggests a more current approach. Boilerplate sections like 'Why Choose Us' (Så jobbar vår SEO-byrå) contain generic steps that could apply to any standard SEO agency.

IDENTITY & AUTHORITY

Expert verifiability & Schema depth.

5

33% Reputation

DIAGNOSIS: AUTHORITY GAPS

While the agency names several team members (Peter Lauri, Thomas Hallberg, Sebastian Nyström Berglund), the schema_json lacks Person schema and SameAs links to professional footprints like LinkedIn. Furthermore, a significant technical credibility gap exists: the site displays a performance widget intended to show 'green scores,' but the crawled text across both the homepage and SEO page shows '0 Prestanda, 0 Tillgänglighet, 0 SEO,' which is a catastrophic failure in substance for a firm claiming technical excellence.

EVIDENCE: PERFORMANCE VS. CLAIMS

The disconnect is primarily in the superlative tone ('world-class,' 'probably the best') versus the actual evidence provided. While the case studies are specific, they are limited to a small handful of clients, which does not easily support the 'leading' status claimed in the meta_title. The claim of 'guiding others through Google Academy' is a strong authority signal but lacks a direct link to the specific sessions or certifications to back it up.

See how to improve >

INDUSTRY MATCH & SCORE SUMMARY

Marketing, SEO & Advertising Agencies Reputation: seodr. (seo-doktorn.se)

Reputation: 55 / 100

INDUSTRY CLASSIFICATION

The website perfectly aligns with the Marketing, SEO & Advertising Agencies category. It utilizes standard Swedish industry terminology like 'sökmotoroptimering' and 'digital fullservicebyrå' while targeting SMBs seeking growth.

"The score of 55 is driven by the Trust and Proof pillar (12/20) and Identity and Authority (10/15). The lack of verifiable proof paths and the failed technical performance visualization (the '0' scores) prevented a lower BS score, despite the agency having excellent semantic coherence (2/20)."

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://seo-doktorn.se> 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

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