

AI Reputation Analysis and Signal Evaluation - SEO.my (SEO Services Sdn Bhd)

BRAND AI REPUTATION

Marketing, SEO & Advertising Agencies Reputation: SEO.my (SEO Services Sdn Bhd) (seo.my)

<https://seo.my>

Industry: Marketing, SEO & Advertising Agencies



REPUTATION LEVEL

MARKETING, SEO & ADVERTISING AGENCIES

54.8 Avg Reputation

Based on 1834 businesses audited.

LOWER REPUTATION THAN AVERAGE

SEO.my (SEO Services Sdn Bhd) has 5.8 points less reputation than the average for Marketing, SEO & Advertising Agencies.

EXPERT VERDICT

SEO.my is a highly polished lead-generation machine that expertly leverages legitimate regional awards to compensate for a total lack of transparent client results. It successfully avoids the 'cheap agency' trap through high transparent pricing but fails the ultimate BS test by keeping its experts and its clients anonymous. It is a textbook example of Credibility by Association rather than Credibility by Performance.

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INFO DENSITY

Power-words vs. Substance ratio.

15

50% Reputation

The heading fluff saturation is significant, with H1 and H2 tags heavily relying on power words like Top-Rated, Expert, Leading, and Premier without providing specific evidence in the immediate context. However, the body text offers a surprising level of substance by listing specific monthly pricing tiers (RM 4,500 to RM 10,000) and identifying specific industry accolades like the SOBA 2024 and SME100 awards. There is a notable absence of technical specificity in the service descriptions, which rely on vague terms like Comprehensive Keyword Research and Engaging Content Creation. The concept of results-driven marketing is repeated across every page, adding to the repetition score.

SEMANTIC COHERENCE

Homepage promise vs. Sub-page reality.

15

75% Reputation

There is a minor identity disconnect where the homepage and main brand promote SEO.my, but the Terms of Service and Privacy Notice pages still refer to seoservicesmalaysia.com as the primary site. The homepage H1 promises Expert SEO Services which the sub-pages support through detailed package breakdowns, maintaining better alignment than most competitors. While the homepage targets high-end results, the packages offer an entry-level Easy tier, creating a slight drift in audience positioning. The overall heading hierarchy is consistent, though the review counts in the structured data fluctuate from 54 to 242 between pages.

TRUST & PROOF

Verifiable evidence vs. Trust Theatre.

7

35% Reputation

DIAGNOSIS: TRUST THEATRE

The site exhibits high trust theatre; while it displays a Trustindex badge claiming Google verification and a review count of 242, the proof_links_count is 0 across all pages, meaning none of these reviews are directly clickable or externally verifiable from the provided data. Bold performance claims such as Fashion Store Growth in Just 60 Days are presented as H4 headings but lack any specific client names or links to actual data. The reliance on award badges without direct links to the issuing body's directory (e.g., The Star Newspaper's official winners list) further reinforces the theatre aspect.

EVIDENCE: PROOF DENSITY

The ratio of verifiable proof points to assertions is low; specific proof is limited to the existence of the company registration number 202001021901 and the names of five industry awards. There is a total of zero links to external validation sources, and every customer testimonial is unverified due to the zero proof link count. While the pricing structure is concrete, it qualifies as a 'term of engagement' rather than a 'proof of performance.'

COMMODITY FINGERPRINT

Detection of industry clichés/templates.

4

27% Reputation

The site uses heavy industry clichés including No fluff. Just results! and the trope of Why trust an agency that can't rank themselves. Boilerplate template sections like Why Choose Us and Our Services are present, although the inclusion of specific pricing reduces the generic feel. The value proposition is highly commoditized, following the standard agency formula of on-page, technical, and link building services. Most of the content could be applied to any local SEO competitor with minimal modification.

IDENTITY & AUTHORITY

Expert verifiability & Schema depth.

8

53% Reputation

DIAGNOSIS: AUTHORITY GAPS

A major authority gap exists because the site repeatedly mentions an Award-winning entrepreneur and the Young Entrepreneur of the Year Award but fails to name the individual in the primary text or provide Person schema with sameAs links. The technical credibility is generally high due to a clean heading hierarchy and functional LocalBusiness schema, though the lack of deep founder identification is a red flag for a consultancy-led business. The blog content is technically current, with a post dated April 2026, yet it remains a listicle rather than proof of technical expertise.

EVIDENCE: PERFORMANCE VS. CLAIMS

The site makes aggressive performance claims such as Dominate national or global search results and First-Page Rankings & Strong ROI without providing a single named case study to back it up. Headings like Global Traffic for My Blog ? Promises Delivered are entirely anonymous, serving as placeholders for substance rather than evidence. The disconnect between claiming to solve electronic business bottlenecks and providing no name for said business creates a standard agency-side proof vacuum.

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INDUSTRY MATCH & SCORE SUMMARY

Marketing, SEO & Advertising Agencies Reputation: SEO.my (SEO Services Sdn Bhd) (seo.my)

Reputation: 49 / 100

INDUSTRY CLASSIFICATION

The website perfectly aligns with the Marketing, SEO, and Advertising Agencies category. The content is exclusively focused on organic search optimization, link building, and agency-level digital services.

"The moderate score of 49 is primarily driven by the trust_theatre_flag and the zero proof_links_count despite claims of high review volume. The score is prevented from entering the 'High BS' range by the presence of specific business registration numbers, named awards, and a transparent pricing model which provides more substance than the average agency. The authority gap regarding the anonymous award-winner and the lack of named case studies remain the strongest BS contributors."

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.my> 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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