

# AI Reputation Analysis and Signal Evaluation - WhatAbout

## BRAND AI REPUTATION

### Marketing, SEO & Advertising Agencies Reputation: WhatAbout (seohelis.lt)

https://seohelis.lt

Industry: Marketing, SEO & Advertising Agencies



## MARKETING, SEO & ADVERTISING AGENCIES

### 54.8 Avg Reputation

Based on 1834 businesses audited.

REPUTATION LEVEL

#### HIGHER REPUTATION THAN AVERAGE

WhatAbout has 16.2 points more reputation than the average for Marketing, SEO & Advertising Agencies.

#### EXPERT VERDICT

WhatAbout is a high-substance agency that successfully backs its generic marketing claims with a heavy-hitting client list and verifiable testimonials. It avoids the typical BS traps of anonymity and metric-free case studies, resulting in a low BS score. The site is a rare example of a marketing agency where the substance actually matches the high-level signal.

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#### INFO DENSITY

Power-words vs. Substance ratio.

21

70% Reputation

Information density is relatively high due to the presence of specific figures, such as the claim of a team with more than 30 marketing professionals. While headings like H2 Paslaugos and H2 Procesai are template-standard, the body text avoids excessive fluff by listing specific service deliverables such as GEO auditas and Vaizdo ?ra?? scenarij? ra?ymas. The site provides a significant volume of named entities, listing over 20 high-profile clients including Lidl, Telia, and Xiaomi, which anchors the marketing claims in reality.

## SEMANTIC COHERENCE

Homepage promise vs. Sub-page reality.

17

85% Reputation

There is very little semantic drift between the homepage signal and the sub-page evidence. The H1 Digital partner to bold brands is directly supported by a portfolio section containing recognized international and national brands like Harley Davidson and Samsung. The service descriptions under H3 seo ir geo and H3 ads are technically consistent with the meta description's promise of a result-oriented digital marketing agency.

## TRUST & PROOF

Verifiable evidence vs. Trust Theatre.

15

75% Reputation

### DIAGNOSIS: TRUST THEATRE

The site reports a review\_count of 39 but only 1 proof\_link\_count, indicating that most reviews are hosted internally rather than linked to third-party platforms like Google or Clutch. However, this is mitigated by the extreme detail in the testimonials, which include full names and job titles such as Jurgita Jurevi?i?t? from the Motieka and Audzevi?ius law firm. The presence of authentic, long-form feedback from verifiable marketing managers reduces the trust theatre penalty.

### EVIDENCE: PROOF DENSITY

The proof density is high, with a ratio of approximately one specific piece of evidence (named client or detailed testimonial) for every two marketing claims. The site lists over 20 named projects and 8+ multi-paragraph testimonials, which is significantly higher than the industry average. This verifiable evidence outweighs the generic marketing language used in the process descriptions.

## COMMODITY FINGERPRINT

Detection of industry cliches/templates.

7

47% Reputation

The site uses several industry clichés found in the pattern dictionary, including ROI-driven (orientuota ? rezultat?), strategic partner, and professional team. The value proposition Digital partner to bold brands is somewhat generic, but it is supported by a specific process breakdown (Tyrimai, Analiz?, Strategija, ?gyvendinimas). The use of standard template markers like Naujausi ?ra?ai and Projektai is common, but the content within these sections is unique and frequently updated.

## IDENTITY & AUTHORITY

Expert verifiability & Schema depth.

11

73% Reputation

### DIAGNOSIS: AUTHORITY GAPS

Authority is well-established through recent blog content, with posts dated as recently as late 2025 and 2026 according to the schema. A minor gap exists in the schema identity; while it uses Organization schema, the author is listed as metamark rather than a named individual, and there is a lack of Person schema for the claimed 30+ experts. Despite this, the client list and detailed testimonials provide a substantial authority footprint.

### EVIDENCE: PERFORMANCE VS. CLAIMS

The disconnect is minimal because the bold performance claims are backed by client statements. For example, the claim of reaching KPIs with seven zeros is explicitly stated within a testimonial from the Marketing Manager of UAB VIKEDA (DADU). The site demonstrates its performance through a large, visual portfolio rather than just making vague assertions of being the best.

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## INDUSTRY MATCH & SCORE SUMMARY

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Marketing, SEO & Advertising Agencies Reputation: WhatAbout (seohelis.It)

Reputation: 71 / 100

### INDUSTRY CLASSIFICATION

The site content strongly aligns with the Marketing, SEO, and Advertising Agency category. It provides specific service breakdowns for SEO, creative development, social media management, and PPC advertising, confirming the industry classification through technical terminology like GEO audit, A/B testing, and remarketing.

*"The score of 71 is driven by standard industry jargon (Commodity Fingerprint) and minor schema identity gaps (Identity and Authority). It is kept low by the exceptional Proof and Trust pillar, where named enterprise clients and detailed testimonials provide a level of substance rarely seen in the agency niche."*

### 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://seohelis.It> to view the most current version of its content and see directly what this company is about and what it offers.

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Verified Analysis Date: May 19, 2026

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