

AI Reputation Analysis and Signal Evaluation - SEOWizard

BRAND AI REPUTATION

Marketing, SEO & Advertising Agencies Reputation: SEOWizard (seowizard.ie)

https://seowizard.ie

Industry: Marketing, SEO & Advertising Agencies



MARKETING, SEO & ADVERTISING AGENCIES

54.8 Avg Reputation

Based on 1834 businesses audited.

REPUTATION LEVEL

HIGHER REPUTATION THAN AVERAGE

SEOWizard has 19.2 points more reputation than the average for Marketing, SEO & Advertising Agencies.

EXPERT VERDICT

SEOWizard is a high-substance, low-BS agency that backs its growth claims with transparent pricing and named client metrics. It avoids the 'Enterprise Trap' by staying vertically aligned with SMB needs. The only significant 'hot air' is the absence of formal founder biographies to anchor the person-level trust mentioned in customer reviews.

[See how to improve >](#)

INFO DENSITY

Power-words vs. Substance ratio.

24

80% Reputation

The site exhibits high substance-to-fluff ratios. While headings like H2 Dublin's SEO and Digital Marketing Agency for Growing Businesses use power words, they are immediately balanced by granular body text. For instance, the Web Design page defines the Starter Package not with vague promises, but with a specific price point of ?475 and a checklist of deliverables including WordPress CMS, SSL security, and Google Search Console setup. Concept repetition is minimal, with each service page offering unique technical details rather than restating the hero claim.

SEMANTIC COHERENCE

Homepage promise vs. Sub-page reality.

18

90% Reputation

Signal-substance alignment is exceptionally tight. The homepage H1 promises More Visibility, More Customers, More Growth for SMBs, and the sub-pages deliver exactly that via specifically priced SMB packages. There is no enterprise-drift; the site remains focused on local trades and professionals as promised. Cross-page consistency is maintained, with pricing and service scopes on the SEO Dublin page matching the summaries on the homepage.

TRUST & PROOF

Verifiable evidence vs. Trust Theatre.

15

75% Reputation

DIAGNOSIS: TRUST THEATRE

The site claims 92 reviews on the Web Design page but shows a proof_links_count of only 1 across several pages. While it names specific clients like Shankill Tennis Club and Groom?n Go with mapped outcomes like +300% quote enquiries, the lack of direct outbound links to third-party verification for every claim triggers a minor trust theatre penalty. The use of Trustindex as a verification mention reduces the penalty, as it refers to a known third-party aggregator.

EVIDENCE: PROOF DENSITY

The proof density is high for the industry. Across the 6 analyzed pages, there are at least 6 named client case studies with specific percentage-based metrics. Vague assertions like 'world-class' are rare; the text stays focused on 'local search results' and 'technical fixes.' The ratio of verifiable outcomes to generic promises is approximately 3:1.

COMMODITY FINGERPRINT

Detection of industry cliches/templates.

9

60% Reputation

The site uses several industry clichés such as Results-Driven, Tailored SEO, and Data-Driven. However, it avoids the typical agency BS of hidden pricing. By publishing specific monthly costs (e.g., ?229 for Growth Package), it differentiates itself from the commodity agency model that hides behind 'Request a Quote' for standard services. Boilerplate sections like OUR WEB DESIGN PROCESS are present but populated with functional steps rather than generic marketing fluff.

IDENTITY & AUTHORITY

Expert verifiability & Schema depth.

8

53% Reputation

DIAGNOSIS: AUTHORITY GAPS

A significant identity gap exists in the structured data. Reviews frequently mention Arthur and Dora by name, but the schema_json is limited to LocalBusiness and Organization types. There are no Person entities or sameAs links to professional profiles (LinkedIn), which creates an authority footprint gap for the named experts. The technical implementation is clean, with no broken hierarchies, supporting the agency's claim of technical proficiency.

EVIDENCE: PERFORMANCE VS. CLAIMS

Unlike many competitors, the performance claims here are tied to named entities. Claims like +750% online appointment requests for Integrative Medicine are bold but grounded in specific client names rather than anonymous 'Client A' scenarios. The disconnect is low, although the timeframes for some of these results (e.g., 'in 8 months') are nearing the 36-month stale threshold relative to the May 2026 anchor.

[See how to improve >](#)

INDUSTRY MATCH & SCORE SUMMARY

Marketing, SEO & Advertising Agencies Reputation: SEOWizard (seowizard.ie)

Reputation: 74 / 100

INDUSTRY CLASSIFICATION

The website perfectly aligns with the Marketing, SEO & Advertising Agencies category. The content is heavily structured around localized SEO services in Dublin and performance-based web design for the Irish market.

"The BS score of 74 is driven primarily by minor Authority Gaps (lack of founder schema) and Trust Theatre (low proof-link count vs high review count). The site scored extremely well in Information Density and Semantic Coherence due to its transparent pricing and named case studies."

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://seowizard.ie> 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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