

# AI Reputation Analysis and Signal Evaluation - Simmer

## BRAND AI REPUTATION

### Marketing, SEO & Advertising Agencies Reputation: Simmer (www.simmer.no)

https://www.simmer.no

Industry: Marketing, SEO & Advertising Agencies



REPUTATION LEVEL

## MARKETING, SEO & ADVERTISING AGENCIES

### 54.8 Avg Reputation

Based on 1834 businesses audited.

#### HIGHER REPUTATION THAN AVERAGE

Simmer has 15.2 points more reputation than the average for Marketing, SEO & Advertising Agencies.

#### EXPERT VERDICT

Simmer is a high-substance agency that successfully avoids the 'black box' pricing trap common in the industry. While it indulges in some generic creative-agency-speak about 'changing the world', it backs up its technical and design claims with a robust portfolio and a transparent business model. It is a low-BS entity that prioritizes clarity over mystery.

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#### INFO DENSITY

Power-words vs. Substance ratio.

21

70% Reputation

The site exhibits high information density due to the inclusion of a granular pricing model (Basis at 50,000 NOK/mo and Vekst at >75,000 NOK/mo) which is a rare substance marker in this industry. Substance is further supported by the mention of specific tools like Monday.com and specific award recognitions (Awwwards Honorable Mention for Skarsmoen). However, some heading fluff persists, such as 'simret til perfektjon' and 'Vår lidenskap', which offer zero technical value. The body substance ratio is favorable, with a high count of specific client names (Trolltunga, Isbjørn Is, KCA Deutag) relative to marketing prose.

## SEMANTIC COHERENCE

Homepage promise vs. Sub-page reality.

17

85% Reputation

There is virtually no semantic drift between the homepage signal and the sub-page delivery. The H1 promises 'Branding, design og digitalt' and the services page provides exactly those three pillars with corresponding specifications. The pricing on the 'Tjenester' page aligns with the 'Premium' positioning suggested by the visual design and Awwwards mentions. A minor inconsistency is the repetition of the 'Better World' mission statement across multiple pages, which leans into corporate social responsibility fluff without providing specific non-profit or impact metrics.

## TRUST & PROOF

Verifiable evidence vs. Trust Theatre.

12

60% Reputation

### DIAGNOSIS: TRUST THEATRE

Trust theatre is present but moderate; the site claims an aggregate rating of 5.0 with 5 reviews, but these are not directly hyperlinked to a third-party validator like Google Business Profiles or Clutch. The portfolio lists 15+ named projects, which acts as a strong proof path, though some client logos in the footer lack descriptive alt text beyond 'Kunde logo'. The mention of 'Honorable Mention på Awwwards' provides high-authority external validation that balances the lack of verified review links.

### EVIDENCE: PROOF DENSITY

Proof density is high for a boutique agency. With 15+ named client projects and specific mentions of platform migrations (WordPress to Webflow for Headwind), the site moves beyond vague assertions. The ratio of substantiated claims to fluff is approximately 3:1, anchored primarily by the transparency of the service catalog and the verifiable award nominations.

## COMMODITY FINGERPRINT

Detection of industry clichés/templates.

8

53% Reputation

The agency model uses the subscription fingerprint ('Byråavtale'), which is an emerging trend that differentiates it from 'Request a Quote' commodity agencies. However, the 'Vår prosess' section (Oppdagelse, Konsept, Skisser, Gjennomføring) is a generic four-step template found in roughly 80% of creative agency sites. Clichés such as 'not just visibility, results' (den fortjener resultater) and 'strategy first' (solid strategi) are used, but they are often backed by specific service specifications.

## IDENTITY & AUTHORITY

Expert verifiability & Schema depth.

12

80% Reputation

### DIAGNOSIS: AUTHORITY GAPS

Authority is well-established through the naming of partners Nerijus Danilevicius and Maja Nikolovska, both with LinkedIn links and Person schema. A minor technical authority gap exists in the heading hierarchy; multiple pages repeat the word 'nettside' in H2 tags, which appears to be a crawl of a mobile navigation menu or a template error rather than intentional semantic structure. This suggests a slight disconnect between the 'Digital Excellence' claim and the site's own technical SEO hygiene.

### EVIDENCE: PERFORMANCE VS. CLAIMS

The site makes bold claims about being a 'powerful tool for positive change' and 'contributing to a better world', yet the portfolio consists mainly of commercial branding for cheese, oil services, and real estate, showing a disconnect between the 'mission-driven' tone and the standard commercial output. Most performance claims are qualitative ('raskere brukeropplevelse', 'tydeligere merkevare') rather than quantitative (e.g., '30% increase in conversions').

[See how to improve >](#)

## INDUSTRY MATCH & SCORE SUMMARY

**Marketing, SEO & Advertising Agencies Reputation: Simmer**  
([www.simmer.no](http://www.simmer.no))

Reputation: 70 / 100

### INDUSTRY CLASSIFICATION

The site is a perfect match for the Marketing, Design, and Digital Agency category. It focuses on branding, visual identity, and performance marketing, specifically targeting the Norwegian market with a Bergen-based local authority signal.

*"The score of 70 is driven primarily by the high marks in Semantic Coherence and Identity/Authority. The Information Density score (9) reflects the rare substance of transparent pricing, while the Trust and Proof (8) and Commodity Fingerprint (7) points prevent a perfect score due to lack of verified review links and standard process templates."*

### 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://www.simmer.no> 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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