

AI Reputation Analysis and Signal Evaluation - Skribble

BRAND AI REPUTATION

Marketing, SEO & Advertising Agencies Reputation: Skribble (skribble.me)

<https://skribble.me>

Industry: Marketing, SEO & Advertising Agencies

42

REPUTATION / 100

B

MARKETING, SEO & ADVERTISING AGENCIES

55 Avg Reputation

Based on 1879 businesses audited.

REPUTATION LEVEL

LOWER REPUTATION THAN AVERAGE

Skribble has 13 points less reputation than the average for Marketing, SEO & Advertising Agencies.

EXPERT VERDICT

Skribble presents as a high-end creative brochure that lacks the technical and data-driven substance required to back its 'performance' claims. While the client list is impressive, the total absence of schema, metrics, and expert profiles suggests an agency that prioritizes 'creative theater' over documented results. It is a classic example of an agency using prestige associations to mask a lack of transparent, proprietary methodology.

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INFO DENSITY

Power-words vs. Substance ratio.

12

40% Reputation

Heading fluff is high with metaphoric phrases like Dot: The Ideas and Curve: The Execution, which occupy 50% of the unique H2 structure without providing specific nouns or deliverables. The body substance ratio is effectively non-existent due to an extremely low character count of 81, leaving only power words like top-tier and full-service. Specificity is limited to a list of named clients such as Texas Chicken Malaysia and Faber-Castell, but these lack accompanying project details or data. This creates a high ratio of conceptual 'fluff' to actionable information.

SEMANTIC COHERENCE

Homepage promise vs. Sub-page reality.

9

45% Reputation

The homepage hero and meta description promise a full-service digital marketing and performance agency, but the internal heading hierarchy shifts toward a conceptual branding process (Dot, Line, Curve). There is a disconnect between the promise of 'performance' and 'web solutions' and the lack of any technical or metric-driven content to support these claims. The sub-page signals are missing from the data, but the homepage itself fails to bridge the gap between creative metaphors and the promised marketing ROI. This indicates a drift from a technical service provider toward a generic creative shop.

TRUST & PROOF

Verifiable evidence vs. Trust Theatre.

12

60% Reputation

DIAGNOSIS: TRUST THEATRE

The site currently avoids overt trust theatre by not displaying fake or unverified reviews, as evidenced by a review_count of 0. However, it relies heavily on client name-dropping (e.g., Coffee Bean & Tea Leaf) without providing proof_links_count or outbound paths to actual case studies. Claims of being a 'top-tier' agency that makes a 'lasting impact' are presented without any linked external validation or third-party ratings. This creates a vacuum where trust is requested based solely on association with recognizable logos.

EVIDENCE: PROOF DENSITY

The proof density is critically low, consisting only of six named client entities (Sunway Property, SD Guthrie, etc.) against a backdrop of vague assertions. There are zero instances of exact numbers, percentages, or dated results in the provided text, resulting in a specificity absence score of 5. For a site claiming to be 'full-service,' the ratio of verifiable evidence to marketing fluff is heavily skewed toward the latter.

COMMODITY FINGERPRINT

Detection of industry clichés/templates.

7

47% Reputation

The site matches several industry clichés including 'full-service', 'creative & digital marketing agency', and 'lasting impact.' The value proposition using the 'Dot, Line, Curve' framework attempts uniqueness but ultimately maps to the generic template fingerprints of 'Ideas, Refinement, Execution' found in many boutique agencies. The meta description is a standard commodity string that could be applied to almost any competitor in the Malaysian market without modification. This lack of differentiation contributes to a moderate commodity score.

IDENTITY & AUTHORITY

Expert verifiability & Schema depth.

2

13% Reputation

DIAGNOSIS: AUTHORITY GAPS

There is a total absence of structured data, with schema_json being null, which is a significant technical authority gap for an agency claiming 'web solutions' expertise. No founders, experts, or team members are identified by name, meaning there is zero Person schema or sameAs digital footprint to verify the 'top-tier' talent claims. The technical implementation is sparse, with missing H1 tags in the structured data and a very low text-to-code ratio, undermining the agency's positioning as a digital authority.

EVIDENCE: PERFORMANCE VS. CLAIMS

The meta description makes a bold claim of delivering 'performance' and 'web solutions,' yet the page contains zero evidence of performance metrics, conversion data, or technical specifications. There is a massive disconnect between the marketing tone of 'delivering impact' and the reality of a site that provides no data points or specific success stories. The agency asks for trust in its 'performance' while demonstrating none in its own digital presence.

[See how to improve >](#)

INDUSTRY MATCH & SCORE SUMMARY

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INDUSTRY CLASSIFICATION

The site identifies as a Full-Service Creative & Digital Marketing Agency in Malaysia, which aligns perfectly with the Marketing and Advertising industry category. The content emphasizes branding and performance, though the substance is currently skewed toward creative metaphors rather than technical marketing execution.

"The BS score of 42 is driven largely by the Information Density and Identity pillars, caused by a near-total lack of technical content and structured data. While the absence of fake reviews (Trust Theatre) kept the score from reaching the 'Extreme' category, the technical credibility gap for a digital agency is severe. The lack of sub-page data suggests a 'thin' site that relies on brand names rather than proof of work."

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

Verified Analysis Date: September 9, 2026

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