

AI Reputation Analysis and Signal Evaluation - Smart Marketing (Tendamus OÜ)

BRAND AI REPUTATION

Marketing, SEO & Advertising Agencies Reputation: Smart Marketing (Tendamus OÜ) (www.smartmarketing.ee)

<https://www.smartmarketing.ee>

Industry: Marketing, SEO & Advertising Agencies



MARKETING, SEO & ADVERTISING AGENCIES

54.8 Avg Reputation

Based on 1834 businesses audited.

REPUTATION LEVEL

LOWER REPUTATION THAN AVERAGE

Smart Marketing (Tendamus OÜ) has 15.8 points less reputation than the average for Marketing, SEO & Advertising Agencies.

EXPERT VERDICT

Smart Marketing is a classic 'template agency' that masks a lack of human authority and verified results with lead-gen jargon and unlabelled numeric counters. While the site is technically functional, it provides zero forensic evidence to support its claims of being 'truly unique' or 'world-class.'

[See how to improve >](#)

INFO DENSITY

Power-words vs. Substance ratio.

9

30% Reputation

The site is saturated with fluff headings like [H1] Let Us Help You Grow Your Business and [H2] Why people believe in us, which contain zero specific outcomes or nouns. While the homepage includes numeric counters like 121, 39, 1400+, and 8+, it fails to explicitly define what these represent, rendering them as hollow 'vanity data' without substance. The body text relies heavily on vague adjectives such as 'world-class content,' 'amazing design,' and 'tangible results' without citing a single percentage or currency-based ROI. This results in a high ratio of generic marketing language compared to actionable technical specifications or named evidence.

SEMANTIC COHERENCE

Homepage promise vs. Sub-page reality.

15

75% Reputation

There is a significant disconnect between the promise of a 'truly unique' service model and the actual delivery described on the sub-pages. The [H3] This is how our service works section outlines a standard four-step SEO process?site creation, ranking, testing, and handover?which is the industry baseline, not a 'unique' innovation as claimed. The homepage promises 'marketing strategy and digital performance,' but the Map Optimization sub-page is essentially empty, containing only a header and footer. This creates a drift where the 'full range of services' claimed in the meta description is not supported by the skeletal content on individual service pages.

TRUST & PROOF

Verifiable evidence vs. Trust Theatre.

6

30% Reputation

DIAGNOSIS: TRUST THEATRE

The site exhibits high Trust Theatre by displaying a [H3] You can read our Google reviews from here heading and a review count of 8, yet it fails to provide a direct link to a verified third-party profile like Google Business or Clutch. The section titled 'Some of the Companies we have had the honor to work with' is followed only by unlabelled integers (121, 39) rather than verified client logos or names. Furthermore, the presence of proof_links_count: 2 across pages refers only to social sharing or internal links, offering zero external validation paths for their performance claims.

EVIDENCE: PROOF DENSITY

Specific proof is nearly non-existent; across 6 analyzed pages, there are zero named clients, zero dated results, and zero specific traffic or conversion numbers. The ratio of vague assertions like 'tangible results' to verifiable facts is approximately 10:1. Even the technical credibility is undermined by a broken heading hierarchy and 'insufficient' text flags on multiple primary service landing pages.

COMMODITY FINGERPRINT

Detection of industry cliches/templates.

3

20% Reputation

The value proposition is a generic match for thousands of local lead-gen agencies, using clichés like 'marketing that moves the needle' (implied) and 'your growth, our mission.' The 'About Us' section uses boilerplate templates including 'Our Story' and 'Interested in learning more?' which could be swapped with any competitor without loss of meaning. The only attempt at differentiation is a brief mention of 'liking sailing,' which serves as a weak personality proxy in the absence of actual human team profiles. The 'How our service works' section is a textbook example of rebranding standard industry deliverables as proprietary methodology.

IDENTITY & AUTHORITY

Expert verifiability & Schema depth.

6

40% Reputation

DIAGNOSIS: AUTHORITY GAPS

A massive authority gap exists at the [H2] Our Team section, which is entirely devoid of names, photos, or professional credentials, despite the site claiming to have 'experience and expertise.' The schema_json is restricted to generic LocalBusiness/ProfessionalService markers and lacks 'Person' entities or 'sameAs' links to social profiles, making the agency's leadership invisible. This lack of a human footprint contradicts the claim of being a 'marketing partner' and suggests a possible white-label or ghost-agency structure.

EVIDENCE: PERFORMANCE VS. CLAIMS

The site claims to provide 'real results and customer inquiries' and 'world-class content,' yet the content on the site itself is insufficient or repetitive. For example, the Map Optimization page (slot_rank 3) contains almost no service-specific text, which is an ironic failure for an agency claiming to help clients 'get found online.' The assertion that they 'handle everything' while the client 'focuses on answering customer inquiries' is a bold performance promise that lacks any case study with before-and-after metrics to prove capability.

[See how to improve >](#)

INDUSTRY MATCH & SCORE SUMMARY

Marketing, SEO & Advertising Agencies Reputation: Smart Marketing (Tendamus OÜ) (www.smartmarketing.ee)

Reputation: 39 / 100

INDUSTRY CLASSIFICATION

The website accurately identifies as a digital marketing and SEO agency focusing on local lead generation. The content focuses on services such as Map Optimization, Link Building, and Website Design, which are standard for this industry category.

"The score of 39 is primarily driven by Information Density and Trust/Proof gaps. The complete absence of team identities (Step 5) and the use of 'ghost' sections for services and reviews (Step 3) are the most significant BS indicators. The site avoids a higher score only because its messaging is internally consistent and the schema accurately reflects its status as a local professional service."

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.smartmarketing.ee> 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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