

# AI Reputation Analysis and Signal Evaluation - SOTSU (???? ??)

## BRAND AI REPUTATION

### Marketing, SEO & Advertising Agencies Reputation: SOTSU (???? ??) (sotsu.co.jp)

https://sotsu.co.jp

Industry: Marketing, SEO & Advertising Agencies



## MARKETING, SEO & ADVERTISING AGENCIES

### 54.8 Avg Reputation

Based on 1834 businesses audited.

REPUTATION LEVEL

#### HIGHER REPUTATION THAN AVERAGE

SOTSU (???? ??) has 4.2 points more reputation than the average for Marketing, SEO & Advertising Agencies.

## EXPERT VERDICT

SOTSU is a transparent corporate ghost; it provides an honest look at its balance sheet while remaining entirely silent on its actual craft. It isn't selling a service to you; it is fulfilling a regulatory requirement to exist online, wrapped in a single layer of emotional brand fluff.

[See how to improve >](#)

## INFO DENSITY

Power-words vs. Substance ratio.

22

73% Reputation

The H1 'Pulling the world a flood of emotions' is high-altitude fluff, but the body substance ratio is surprisingly grounded in corporate facts. The site provides specific capital figures (414,750,000 yen), identifies five specific board members, and lists three named related companies like Bandai Namco. It avoids repetitive value propositions but fails to provide technical marketing specifications or campaign metrics, settling for dry legal data.

## SEMANTIC COHERENCE

Homepage promise vs. Sub-page reality.

10

50% Reputation

There is a notable disconnect between the H1's promise of 'Creation, Delivery, Cultivation' and the actual content, which consists primarily of financial PDFs. While the homepage signals a world-class emotional reach, the sub-pages are entirely empty in the crawl, indicating they may be placeholder compliance shells. The messaging shifts from high-concept creativity in the hero section to statutory?? (legal notices) within a single scroll.

## TRUST & PROOF

Verifiable evidence vs. Trust Theatre.

9

45% Reputation

### DIAGNOSIS: TRUST THEATRE

The site displays a review count of 1 in its schema/metadata but provides zero proof links or text-based testimonials to verify this. It utilizes the logos of Bandai Namco as trust theatre to borrow authority, yet fails to provide any outbound links to verified third-party case studies or agency certifications. The reliance on dated PDFs (2022-2026) as the sole 'proof' of activity creates a stale credibility path.

### EVIDENCE: PROOF DENSITY

The ratio of verifiable corporate evidence (legal names, bank balances, tax dates) is high, but the ratio of marketing performance evidence is zero. There are five years of financial statements provided as proof of corporate existence, but zero case studies provided as proof of advertising competency. The site proves it is a business, but fails to prove it is a successful agency.

## COMMODITY FINGERPRINT

Detection of industry cliches/templates.

11

73% Reputation

The site avoids standard digital marketing clichés like 'ROI-driven' or 'growth hacking,' opting instead for a rigid, old-school corporate template (About Us, News, Careers). The H1 slogan is a generic brand-storytelling cliché that could be swapped with any media conglomerate. The 'About Us' and 'Contact' sections are boilerplate structures with zero unique positioning regarding their competitive advantage in the sports advertising market.

## IDENTITY & AUTHORITY

Expert verifiability & Schema depth.

7

47% Reputation

### DIAGNOSIS: AUTHORITY GAPS

Authority is claimed by listing high-ranking officers (e.g., Hideyuki Nanba), but these individuals lack a digital footprint within the site's own structured data (no Person schema or sameAs links). The technical implementation is lackluster, as evidenced by sub-pages (regulations, privacy) containing zero character count in the clean text, suggesting a hollow site architecture. The identity is 'Authority by Association' with the Bandai Namco group rather than demonstrated expertise.

### EVIDENCE: PERFORMANCE VS. CLAIMS

The meta description claims to 'comprehensively produce sports advertising,' yet the word 'sports' appears only once in the body text. There are no images of stadium signage, no campaign results, and no list of specific sports clients. Bold claims of 'Creation' and 'Delivery' are left hanging without a single portfolio piece or campaign visual to back them up.

[See how to improve >](#)

## INDUSTRY MATCH & SCORE SUMMARY

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**Marketing, SEO & Advertising Agencies Reputation: SOTSU (???? ??)**  
**(sotsu.co.jp)**

**Reputation: 59 / 100**

### INDUSTRY CLASSIFICATION

The site aligns with the broadcasting and advertising sector, specifically as a corporate hub for a legacy media entity. However, there is a total absence of current advertising industry jargon or service-led marketing, making it feel more like an investor relations portal than an agency.

*"The score of 59 is driven by the severe Semantic Drift between emotional brand claims and dry financial content, as well as Authority Gaps in the technical site structure. While the site avoids high-density marketing jargon, its Trust Theatre flags (unverified reviews) and lack of specific performance evidence prevent a lower BS score."*

### 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://sotsu.co.jp> 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: June 19, 2026

**(c) 1EuroSEO Independent Evaluator - Non-Sponsored Result**