

AI Reputation Analysis and Signal Evaluation - Staenk

BRAND AI REPUTATION

Marketing, SEO & Advertising Agencies Reputation: Staenk (www.staenk.com)

https://www.staenk.com

Industry: Marketing, SEO & Advertising Agencies



MARKETING, SEO & ADVERTISING AGENCIES

54.8 Avg Reputation

Based on 1835 businesses audited.

REPUTATION LEVEL

HIGHER REPUTATION THAN AVERAGE

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

EXPERT VERDICT

Staenk is a rare breed of agency that provides more receipts than rhetoric. While they lean heavily on industry clichés and 'ROI' jargon, their ability to name clients and link them to specific lead/traffic deltas puts them in the top 10% of transparent operators. This is a substance-first site hiding behind a standard marketing template.

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INFO DENSITY

Power-words vs. Substance ratio.

20

67% Reputation

The heading fluff ratio is moderate, with generic H1 and H2 markers like NOUS SOMMES L'AGENCE WEBMARKETING QUE VOUS ATTENDIEZ and UNE VISION UNIQUE DE LA COLLABORATION. However, the body substance ratio is exceptionally high for this industry, citing specific outcomes such as +400 leads per month for Feu Vert and +49% SEO traffic for Beaufort des Montagnes. Concept repetition is present regarding bespoke strategies, but it is frequently anchored to actual client names and industries. The presence of specificity is verified through 8+ instances of hard numbers paired with identifiable brand entities.

SEMANTIC COHERENCE

Homepage promise vs. Sub-page reality.

18

90% Reputation

The homepage H1 promises a high-impact, performance-driven agency experience, and the sub-pages deliver exactly that through granular descriptions of SEO pillars (Technique, Sémantique, Netlinking, UX) and SEA success factors. There is no disconnect between the hero promise and the operational sub-pages; the service pages for SEO and SEA provide actual methodology (Test, Learn, Invest) rather than just more slogans. The consistency is high, maintaining a clear Lyon-based local identity while positioning for national-scale results.

TRUST & PROOF

Verifiable evidence vs. Trust Theatre.

14

70% Reputation

DIAGNOSIS: TRUST THEATRE

Trust markers are mostly substantive rather than theatrical, although the review_count is low at 2, which suggests a reliance on static case studies rather than a live feedback loop. Claims like 100% of our clients have liked our way of doing things are statistically improbable and border on BS, but are counterbalanced by named testimonials from identified founders like Henri Morlaye (Digiforma) and Jean-Philippe Vuylsteke (Simons Voss). The proof_links_count is 1-2 per page, linking to blog posts and internal success stories rather than third-party verified review platforms like Clutch.

EVIDENCE: PROOF DENSITY

The ratio of proof to fluff is favorable, with a high concentration of verifiable evidence in the Success Stories modules found on nearly every page. Vague assertions like proven track record are supported by a list of 10+ named brands including Rent & Drop and Citron Caviar. While the site uses clichés like No Risk, No Fun, it anchors its expertise in the agile Test, Learn, Invest (TLI) methodology, which is described as a specific three-step operational process.

COMMODITY FINGERPRINT

Detection of industry cliches/templates.

5

33% Reputation

The site suffers from high industry jargon density, frequently employing terms like ROI-driven, data-driven, and ROI maximal. The value proposition is somewhat generic for a French agency (Sur-mesure, Proximité, Performance), but the metaphor of posing a chair at the client's office adds a touch of unique branding to an otherwise standard agency template. Template language is prominent in the Nos expertises and Success Stories sections, though the content within those templates contains specific, non-boilerplate data.

IDENTITY & AUTHORITY

Expert verifiability & Schema depth.

13

87% Reputation

DIAGNOSIS: AUTHORITY GAPS

Authority is well-established through Person schema for founder Swann Le Moigne and Director Alexis Ferchichi, including sameAs social links that provide a verifiable digital footprint. The team section is transparent, naming nine distinct team members with specific titles (Team Leader SEO, Consultant SEA), reducing the risk of a 'claims-only' operation. The technical implementation is professional, with correct heading hierarchies and clean structured data (JSON-LD) that supports the organization's claims of web expertise.

EVIDENCE: PERFORMANCE VS. CLAIMS

There is a minimal disconnect here compared to industry standards. Bold claims like *Ils ont explosé grâce à nous* are immediately followed by client logos and specific delta metrics (e.g., leads x8 for SimonsVoss). The blog content is extremely current (dated April and May 2026), demonstrating active thought leadership in emerging areas like AI agents and marketing automation, which validates their claim of being 'always at the leading edge'.

[See how to improve >](#)

INDUSTRY MATCH & SCORE SUMMARY

Marketing, SEO & Advertising Agencies Reputation: Staenk
(www.staenk.com)

Reputation: 70 / 100

INDUSTRY CLASSIFICATION

The site is a perfect match for the Marketing and SEO Agency category, focusing heavily on lead generation, performance metrics, and digital acquisition channels like SEA and SMA. The content is deeply rooted in the operational realities of a Lyon-based agency targeting e-commerce and B2B SaaS sectors.

"The score of 70 is exceptionally low for the marketing agency sector, driven by a high density of named client metrics and strong identity verification (Person schema). The points earned were primarily for commodity jargon and generic template structures. Semantic drift was virtually non-existent, and the authority gap is minimal."

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.staenk.com> 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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