

AI Reputation Analysis and Signal Evaluation - Taste

BRAND AI REPUTATION

Marketing, SEO & Advertising Agencies Reputation: Taste (taste.cz)

https://taste.cz

Industry: Marketing, SEO & Advertising Agencies



MARKETING, SEO & ADVERTISING AGENCIES

54.8 Avg Reputation

Based on 1835 businesses audited.

REPUTATION LEVEL

HIGHER REPUTATION THAN AVERAGE

Taste has 28.2 points more reputation than the average for Marketing, SEO & Advertising Agencies.

EXPERT VERDICT

Taste is a rare example of a high-substance agency that uses creative branding to enhance, rather than hide, its technical depth. The inclusion of salary ranges and specific merger history provides a level of transparency that virtually eliminates standard agency BS.

[See how to improve >](#)

INFO DENSITY

Power-words vs. Substance ratio.

27

90% Reputation

The information density is exceptionally high. Instead of vague promises, the services page lists specific technical deliverables such as 'RTB reklam? (Adform, Google Marketing Platform)' and 'RFM analýza'. The Jobs page provides further substance by listing actual salary ranges (e.g., 70,000 - 100,000 K?) and a team count of 70+, which is a high-substance indicator compared to typical agency fluff.

SEMANTIC COHERENCE

Homepage promise vs. Sub-page reality.

20

100% Reputation

There is zero semantic drift across the analyzed pages. The homepage signal of being a 'Cross-Channel Cuisine' is consistently supported by the sub-pages which break down the 'ingredients' into specific departments: PPC, SEO, Analytics, and Creative. The 'kitchen' metaphor is used as a cohesive branding tool rather than a mask for missing services.

TRUST & PROOF

Verifiable evidence vs. Trust Theatre.

15

75% Reputation

DIAGNOSIS: TRUST THEATRE

No trust theatre was detected. The agency does not use unverified review sliders (review_count is 0). While they claim the 'WebTop100 Agency of the Year' award, which is a significant proof point, the crawled data shows only one direct proof link on the homepage, leaving some external validation paths untapped in the immediate text.

EVIDENCE: PROOF DENSITY

Proof density is high. Specificity is found in the team size (70+), the naming of the three merged entities, and the granular list of specialized tools used (e.g., GTM, GA4, DoubleClick). The ratio of 'how we do it' to 'what we promise' heavily favors the former.

COMMODITY FINGERPRINT

Detection of industry clichés/templates.

11

73% Reputation

The brand uses a distinct 'cuisine' metaphor that differentiates it from the 'growth hacking' clichés of competitors. While terms like 'digitální strategie' are used, they are contextualized with specific sub-tasks like 'Naming' or 'RFM analýza'. Boilerplate sections are minimal and usually contain specific historical or financial data.

IDENTITY & AUTHORITY

Expert verifiability & Schema depth.

10

67% Reputation

DIAGNOSIS: AUTHORITY GAPS

Authority is well-established through a detailed 'About Us' section that explains the merger of Sun Marketing, Medio Interactive, and Digistory. While specific founders like Jan Tichý are named, the score is slightly impacted by the lack of structured schema (JSON-LD) and sameAs links in the provided crawl, which would technically verify their digital footprint.

EVIDENCE: PERFORMANCE VS. CLAIMS

The performance claims are remarkably grounded. The agency points to its longevity and industry awards rather than making 'guaranteed ROI' promises. The blog content is current (dated May 2026), suggesting active thought leadership rather than stale marketing slogans.

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INDUSTRY MATCH & SCORE SUMMARY

Marketing, SEO & Advertising Agencies Reputation: Taste (taste.cz)

Reputation: 83 / 100

INDUSTRY CLASSIFICATION

The website perfectly aligns with the Marketing and SEO Agency category. The presence of specific service branches like RTB advertising, RFM analysis, and technical SEO confirms it is a legitimate full-service digital agency.

"The score of 83 is driven primarily by technical omissions (Schema/JSON-LD) and a lack of outbound links to external verification sites in the crawl. The content itself is remarkably free of bullshit, scoring zero on

semantic drift and near-zero on information density penalties."

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://taste.cz> 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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