

AI Reputation Analysis and Signal Evaluation - That Marketing Guy

BRAND AI REPUTATION

Marketing, SEO & Advertising Agencies Reputation: That Marketing Guy (www.thatmarketingguy.sg)

<https://www.thatmarketingguy.sg>

Industry: Marketing, SEO & Advertising Agencies

54

REPUTATION / 100

B

MARKETING, SEO & ADVERTISING AGENCIES

55 Avg Reputation

Based on 1892 businesses audited.

REPUTATION LEVEL

LOWER REPUTATION THAN AVERAGE

That Marketing Guy has 1 points less reputation than the average for Marketing, SEO & Advertising Agencies.

EXPERT VERDICT

That Marketing Guy is a legitimate, high-pedigree agency that has successfully transitioned into a 'Logo & Award' shop where brand prestige replaces hard data. The site is a masterclass in Trust Theatre, using high-tier government and enterprise logos to mask a total lack of transparent metrics and stale blog content. It is less of a 'BS' site and more of a 'Stale Authority' site that relies on its 2023-2025 momentum while neglecting technical SEO fundamentals like Schema and heading structure.

[See how to improve >](#)

INFO DENSITY

Power-words vs. Substance ratio.

13

43% Reputation

The heading fluff saturation is moderate, with power-word-heavy headers like 'Crafting Affinity. Creating Advocacy' and 'Our Secret Sauce' lacking specific nouns or metrics. Body substance is anchored by an impressive list of named clients (Universal Music, MSIG, 7-Eleven) but fails to provide quantitative data; assertions like 'result-driven and measurable marketing goals' are never followed by actual percentages or revenue figures. The site suffers from significant concept repetition, specifically the 'talk over coffee' call to action which appears verbatim as an H2 on nearly every analyzed page. Specificity is high regarding awards and client names, but low regarding technical methodologies or proprietary frameworks.

SEMANTIC COHERENCE

Homepage promise vs. Sub-page reality.

16

80% Reputation

The homepage H1 and hero sections promise goals unconstrained by marketing, but the sub-pages deliver a very traditional agency service list. There is minor drift between the 'Leaders/Managers/Executives' value propositions on the What We Do page and the actual tactical outputs described in the blog/thoughts section. Consistency is generally maintained in tone, though the 'Our Thoughts' section is chronologically inconsistent, with a massive gap between 2021 and 2026, suggesting the 'thought leadership' signal has drifted into a graveyard. The heading hierarchy on the Contact page is broken, featuring two H1 tags, which contradicts the 'fundamentals are key' claim on the services page.

TRUST & PROOF

Verifiable evidence vs. Trust Theatre.

11

55% Reputation

DIAGNOSIS: TRUST THEATRE

The site displays review counts ranging from 4 to 9 across various pages, yet the `proof_links_count` remains stagnant at 1, indicating a lack of verified outbound links to third-party platforms like Clutch or Google Business Profiles. Trust theatre is present in the form of a massive 'Accolades & Features' section that lists dozens of awards, but the most recent specific agency awards are from 2023, making them 'stale' by more than 36 months relative to the Oct 2026 anchor. While client names are prominent, the lack of linked case studies with before-and-after metrics leaves performance claims unsubstantiated.

EVIDENCE: PROOF DENSITY

The proof density is lopsided; it is extremely high for 'social proof' (logos, awards, press mentions) but nearly zero for 'performance proof' (data, metrics, attribution). Across 6 pages, there are 15+ named clients and 20+ award mentions, but 0 mentions of specific ROI or growth percentages achieved for those clients. The presence of 2025 growth list rankings (Financial Times/Straits Times) provides high-authority external validation, which prevents the score from reaching the 'High BS' range.

COMMODITY FINGERPRINT

Detection of industry cliches/templates.

7

47% Reputation

The site heavily utilizes industry clichés such as 'strategy first,' 'not your average agency,' and 'where creativity meets data.' The 'Our Process' structure (Consultation, Strategy, Management, Analyse) is a direct match for the `template_fingerprints` found in generic agency site builders. While the brand name 'That Marketing Guy' provides some uniqueness, the value proposition 'Every Business Deserves Good Marketing' is a standard commodity statement that could be applied to any competitor. The 'Leaders, Managers, Executives' section is a template-style block with zero specific content regarding how their service differs for those roles.

IDENTITY & AUTHORITY

Expert verifiability & Schema depth.

7

47% Reputation

DIAGNOSIS: AUTHORITY GAPS

There is a complete absence of structured data (schema_json is null), which represents a significant technical credibility gap for a digital agency claiming to understand 'Marketing Operations.' While founder Will Lee is named and has a verifiable digital footprint through Financial Times and Straits Times features (the most recent being Jan/March 2025), these are not linked via Person schema or sameAs properties. The expert footprint is salvaged by high-tier press mentions, but the technical implementation fails to bridge the gap between 'marketing expertise' and 'technical execution.'

EVIDENCE: PERFORMANCE VS. CLAIMS

The site claims to help clients 'achieve result-driven and measurable marketing goals,' yet not a single quantitative result (e.g., +20% conversion, \$1M ad spend managed) is visible in the provided text. The Universal Music testimonial is emotionally strong ('hard to find one you're comfortable with') but contains zero data points regarding campaign performance or ROI. This creates a disconnect where the agency demonstrates they are 'liked' but does not prove they are 'effective' by their own 'measurable' standards.

[See how to improve >](#)

INDUSTRY MATCH & SCORE SUMMARY

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INDUSTRY CLASSIFICATION

The site content confirms its classification as a marketing and creative agency in Singapore. It provides a standard suite of services including strategy development, content development, and marketing operations, while referencing specific local clients like the Ministry of Transport and NTUC LearningHub.

"The score of 54 is driven primarily by the total lack of Schema (Identity pillar) and the absence of quantitative performance metrics (Information Density pillar). While the agency has high-authority press mentions from 2025, the 'stale' blog content and repetitive template language prevent it from achieving a 'Minimal BS' score. The site effectively uses 'Trust Theatre' (awards) to offset a lack of 'Substance' (data)."

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.thatmarketingguy.sg> to view the most current version of its content and see directly what this company is about and what it offers.

Verified Analysis Date: October 19, 2026

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