

# AI Reputation Analysis and Signal Evaluation - web-crossing GmbH

## BRAND AI REPUTATION

### Marketing, SEO & Advertising Agencies Reputation: web-crossing GmbH (www.web-crossing.at)

https://www.web-crossing.at

Industry: Marketing, SEO & Advertising Agencies



REPUTATION LEVEL

## MARKETING, SEO & ADVERTISING AGENCIES

### 54.8 Avg Reputation

Based on 1834 businesses audited.

#### LOWER REPUTATION THAN AVERAGE

web-crossing GmbH has 10.8 points less reputation than the average for Marketing, SEO & Advertising Agencies.

## EXPERT VERDICT

Web-crossing GmbH presents a polished facade of 'Digital Excellence' that immediately crumbles upon technical inspection. The high BS score is driven by the catastrophic irony of an IT firm whose own sub-pages are 404ing while they claim to be masters of the 'digital lifecycle.' It is a textbook case of a 'trust us' model that fails to provide the receipts for its 27-year history.

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## INFO DENSITY

Power-words vs. Substance ratio.

19

63% Reputation

The site exhibits a moderate fluff-to-substance ratio. Headings like [H1] Digitale Exzellenz and [H2] Digitale Zukunft are high-saturation power words, yet the body text compensates with specific technical nouns such as Payload, Directus, Laravel, and TYPO3. While it claims '1200+ umgesetzte Projekte,' the descriptions between headings often devolve into generic value propositions like 'Alles aus einer Hand' and 'Kosteneffizienz mit System' without providing specific ROI metrics or per-project data points.

## SEMANTIC COHERENCE

Homepage promise vs. Sub-page reality.

7

35% Reputation

There is a severe technical disconnect between the homepage promise and the site's delivery. The homepage H1 claims 'Digitale Exzellenz,' yet 83% of the strategically selected sub-pages (Contact, Services, Projects, News details) returned a '404 Not Found' error during the crawl. This creates a massive drift between the claimed expertise in 'professionelle Systemadministration' and the reality of a broken site infrastructure, making the marketing signal feel entirely uncoupled from the operational substance.

## TRUST & PROOF

Verifiable evidence vs. Trust Theatre.

6

30% Reputation

### DIAGNOSIS: TRUST THEATRE

The site utilizes significant trust theatre; it reports a `review_count` of 9 but provides a `proof_links_count` of 0, meaning these reviews are effectively unverified text on a page. It displays a 'Google Ads Partner: aktiv' badge and '100% Wasserkraft' claim without outbound verification links to the respective partner directories or certifications. The `trust_theatre_flag` is true, highlighting that the site relies on visual icons of authority rather than linked, third-party proof paths.

### EVIDENCE: PROOF DENSITY

The ratio of evidence to assertions is low. For every specific technical mention (e.g., 'Next.js'), there are multiple vague assertions like 'Einfach zu bedienende, zuverlässige Software-Lösungen.' With zero `proof_links_count` across the entire crawled set and the absence of live project pages, the site provides no external path for a user to verify the '1200+' project claim or the 'Google Ads Partner' status.

## COMMODITY FINGERPRINT

Detection of industry clichés/templates.

6

40% Reputation

The site relies heavily on template-style structures such as 'Warum du mit uns arbeiten solltest' and 'Wofür wir stehen,' using industry clichés like 'Am Puls der Zeit' and 'Flexibilität, die mitdenkt.' While the mention of 'Hosting in Tirol' provides a localized USP, the core value proposition of being an 'extension of your team' (Alles aus einer Hand) is a standard agency commodity fingerprint that could be applied to most regional competitors. The recent dates on news items (May 18, 2026) suggest active maintenance, but the content remains largely advisory rather than evidence-based.

## IDENTITY & AUTHORITY

Expert verifiability & Schema depth.

6

40% Reputation

### DIAGNOSIS: AUTHORITY GAPS

While the schema\_json is technically sound for an Organization, there is a total absence of individual authority figures. The site mentions '37 Spezialisten' and 'Talente,' but provides zero Person schema or sameAs links to LinkedIn profiles or professional biographies. The most critical authority gap is the 'Technical credibility gap'? a firm claiming to build 'Plattformen für Unternehmen, denen Standardlösungen nicht reichen' failing to maintain basic URL routing for its own project portfolio.

### EVIDENCE: PERFORMANCE VS. CLAIMS

The site makes bold claims such as 'Ergebnissen, die zählen' and 'messbar performen,' yet fails to provide a single verifiable metric (e.g., percentage increase in conversion, load time improvements, or revenue growth). The 'Digitale Erfolgsgeschichten' section mentions clients like Stubai Gletscher and SEDA, but the descriptions are purely qualitative summaries rather than data-backed performance reports. This lack of baselines or timeframes for '1200+ projects' categorizes these claims as unsubstantiated marketing air.

[See how to improve >](#)

## INDUSTRY MATCH & SCORE SUMMARY

**Marketing, SEO & Advertising Agencies Reputation: web-crossing GmbH**  
**(www.web-crossing.at)**

**Reputation: 44 / 100**

### INDUSTRY CLASSIFICATION

The site fits the Digital Agency and IT Service Provider category. It combines standard marketing agency claims (SEO, Google Ads) with deeper technical offerings like hosting, custom Laravel development, and KI-Integration, which matches the provided industry context for specialized agencies.

*"The score of 44 is primarily driven by the Semantic Coherence (13/20) and Technical Credibility Gap (5/5) caused by the broken sub-pages. Trust and Proof (14/20) also contributed significantly due to the review\_count vs. proof\_links\_count mismatch. While the tech stack mentions provide some substance, they cannot outweigh the fundamental failure of the site's own infrastructure."*

### 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.web-crossing.at> 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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