

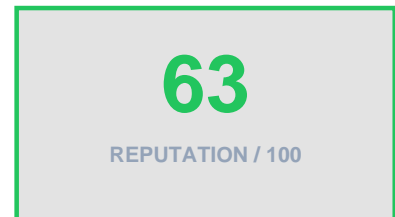
AI Reputation Analysis and Signal Evaluation - Wolfenden Agency

BRAND AI REPUTATION

Marketing, SEO & Advertising Agencies Reputation: Wolfenden Agency (www.wolfenden.agency)

https://www.wolfenden.agency

Industry: Marketing, SEO & Advertising Agencies



MARKETING, SEO & ADVERTISING AGENCIES

54.8 Avg Reputation

Based on 1834 businesses audited.

REPUTATION LEVEL

HIGHER REPUTATION THAN AVERAGE

Wolfenden Agency has 8.2 points more reputation than the average for Marketing, SEO & Advertising Agencies.

EXPERT VERDICT

Wolfenden is a legitimate, high-authority agency currently hiding its real substance behind a repetitive, jargon-heavy 'Marketing That Matters' brand filter. It possesses more human capital than 90% of its competitors but provides 0% of the actual data it claims to prioritize on its summary pages.

[See how to improve >](#)

INFO DENSITY

Power-words vs. Substance ratio.

16

53% Reputation

The site suffers from high heading fluff saturation, specifically the obsessive repetition of the word 'Matters' across H3 tags (e.g., 'Marketing That Matters,' 'A Culture That Matters,' 'Insights That Matter'). However, the body substance ratio is redeemed by the high volume of specific nouns, including named clients like Twinings, Fiorelli, and Tiger, and a technical breakdown of tracking tools like Matomo and Microsoft Clarity. While the copy is heavy on 'commercial impact' and 'measurable growth,' it lacks a single specific percentage or currency-based result in the primary narrative text.

SEMANTIC COHERENCE

Homepage promise vs. Sub-page reality.

19

95% Reputation

There is virtually zero semantic drift; the homepage's promise of an 'integrated approach' and 'strategy-focused' agency is thoroughly supported by the About Us and Our Work pages. The transition from Visibilis to Wolfenden is explained consistently across sub-pages, reinforcing the agency's history since 2011. The target audience remains consistent (ambitious e-commerce and established consumer brands) without pivoting to contradictory low-end packages.

TRUST & PROOF

Verifiable evidence vs. Trust Theatre.

8

40% Reputation

DIAGNOSIS: TRUST THEATRE

The site exhibits Trust Theatre patterns with a review_count of 4 on the homepage but a proof_links_count of 0, indicating that while reviews are present, they are not linked to verifiable third-party platforms like Clutch or Google Business Profiles. The trust_theatre_flag is true because bold claims of 'exceptional results' are presented without immediate linked verification for the metrics implied. However, the presence of 18+ named client logos provides a level of passive substance that partially offsets the lack of verified review paths.

EVIDENCE: PROOF DENSITY

Proof density is Moderate. The ratio of verifiable evidence (30+ named staff, 18+ named clients, specific Leeds and Geneva office addresses) to unsubstantiated claims is high for the industry. However, the 'results' themselves remain vague assertions ('results that speak,' 'transformative results') without baseline or timeframe context, which are key proof expectations in this category.

COMMODITY FINGERPRINT

Detection of industry cliches/templates.

8

53% Reputation

The agency uses standard industry clichés such as 'measurable results,' 'people first,' and 'data-led approach.' The 'Our Work' and 'Meet the Pack' sections are standard template fingerprints. However, the uniqueness score is bolstered by the detailed 'Meet the Pack' section, which lists over 30 specific employees with distinct roles, making it impossible to copy-paste this identity onto a smaller competitor.

IDENTITY & AUTHORITY

Expert verifiability & Schema depth.

12

80% Reputation

DIAGNOSIS: AUTHORITY GAPS

Authority is exceptionally high due to the exhaustive list of named team members (e.g., Daisy Wolfenden, Tom Corless, Emma Barnes) with specific professional titles. A minor authority gap exists as these names are not currently backed by Person schema or sameAs LinkedIn links in the provided data, though the Organization schema is technically sound. The transition from the founder Ben Wolfenden's legacy adds a layer of narrative authority missing from generic agencies.

EVIDENCE: PERFORMANCE VS. CLAIMS

There is a disconnect between the claim of 'delivering measurable growth' and the total absence of a single metric (e.g., '% increase' or '£ revenue generated') in the summary text of the Our Work page. The site relies on the prestige of its clients (Harewood House, City Lit) to imply performance rather than demonstrating it through raw data. For an agency claiming to 'not do vanity metrics,' the provided text contains remarkably few actual numbers.

See how to improve >

INDUSTRY MATCH & SCORE SUMMARY

Marketing, SEO & Advertising Agencies Reputation: Wolfenden Agency
(www.wolfenden.agency)

Reputation: 63 / 100

INDUSTRY CLASSIFICATION

The content perfectly aligns with the Marketing, SEO & Advertising industry, specifically positioning itself as a strategy-focused digital agency in Leeds. The inclusion of technical services like GA4 migration, Digital PR, and Paid Media audits confirms the industry classification.

"The score of 63 is driven primarily by Trust and Proof gaps (lack of verified links) and Information Density (repetitive fluff headings). The agency scores very well in Semantic Coherence and Authority, preventing a higher BS rating. It is a 'Low BS' site that feels like it's trying to sound more 'agency-like' than it needs to, given its actual size and client list."

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.wolfenden.agency> 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 16, 2026

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