

AI Reputation Analysis and Signal Evaluation - Zgraya Digital

BRAND AI REPUTATION

Marketing, SEO & Advertising Agencies Reputation: Zgraya Digital (zgraya.digital)

https://zgraya.digital

Industry: Marketing, SEO & Advertising Agencies



REPUTATION LEVEL

MARKETING, SEO & ADVERTISING AGENCIES

54.8 Avg Reputation

Based on 1834 businesses audited.

HIGHER REPUTATION THAN AVERAGE

Zgraya Digital has 19.2 points more reputation than the average for Marketing, SEO & Advertising Agencies.

EXPERT VERDICT

Zgraya Digital is a rare example of a high-substance agency that backs visual flair with technical transparency and verified third-party recognition. Its only significant BS exposure is the temporal neglect of its 'recent' claims and the lack of specific performance metrics in its portfolios. It remains a low-bullshit entity due to its willingness to put hard numbers on costs and timelines.

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INFO DENSITY

Power-words vs. Substance ratio.

20

67% Reputation

The site exhibits a high substance-to-fluff ratio, particularly on the Development page where it specifies a tech stack including Three.js, React, and Node.js. While the H1 'wow-websites' is a power-word cliché, the body text compensates with actual pricing models, such as quoting \$15,000 for Jamstack sites. However, the count of specific evidence is slightly offset by the stale nature of 'recent' projects which date back to 2022 relative to the 2026 temporal anchor.

SEMANTIC COHERENCE

Homepage promise vs. Sub-page reality.

18

90% Reputation

The homepage promises 'wow-websites' and 'smart apps' which is logically supported by the Projects page containing named entities like Tapioca.loan and Super Rare Bears. There is a minor drift on the Projects H1 which claims 'recent' work, yet the metadata indicates the last significant modifications were in late 2022, creating a four-year gap by 2026. Aside from this temporal drift, the service descriptions are exceptionally consistent across the design and branding sub-pages.

TRUST & PROOF

Verifiable evidence vs. Trust Theatre.

15

75% Reputation

DIAGNOSIS: TRUST THEATRE

Zgraya avoids typical trust theatre by providing high proof_links_count (4 on most pages) that point to verified third-party platforms like Clutch and Goodfirms. The awards section is specific, listing exact quantities (e.g., Awwwards x 07, CSSDesign x 10) rather than just displaying badges. The primary trust gap is the lack of updated project dates, making the 'proven track record' claim feel historically anchored rather than current.

EVIDENCE: PROOF DENSITY

The proof density is high, with over 30 named projects listed across the projects page and specific mentions of CRM and eCommerce solutions. Verifiable evidence includes links to external award sites and industry rankings. The ratio of substantiated technical claims to vague marketing assertions is approximately 4:1, which is superior for the agency sector.

COMMODITY FINGERPRINT

Detection of industry cliches/templates.

10

67% Reputation

The agency uses some industry cliches like 'not by logo alone' and 'holy trinity of digital,' but distinguishes itself through transparency. Unlike most competitors who hide pricing, Zgraya includes a 'Configurator' and specific budget baselines (\$15k-\$100k), which effectively neutralizes the template_fingerprints penalty. The value proposition is differentiated by its focus on 3D/WebGL technical excellence rather than just 'growth hacking.'

IDENTITY & AUTHORITY

Expert verifiability & Schema depth.

11

73% Reputation

DIAGNOSIS: AUTHORITY GAPS

The schema_json is well-implemented with Organization details but lacks Person schema for key team members or the mentioned author, Maria Diachenko. While the agency claims #1 rankings by TheManifest, these are verifiable third-party accolades, reducing the authority gap. The technical implementation is professional with a clean heading hierarchy and meaningful structured data, supporting their claim of technical expertise.

EVIDENCE: PERFORMANCE VS. CLAIMS

There is a slight disconnect between the high-energy marketing tone ('blissful users') and the lack of specific post-launch performance metrics like conversion rate increases or ROI percentages. Most case studies focus on the 'what' (output) rather than the 'so what' (outcome). Despite this, the sheer volume of named, high-profile clients prevents this from falling into high-BS territory.

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INDUSTRY MATCH & SCORE SUMMARY

**Marketing, SEO & Advertising Agencies Reputation: Zgraya Digital
(zgraya.digital)**

Reputation: 74 / 100

INDUSTRY CLASSIFICATION

The company perfectly fits the Digital Agency category, offering a high-density mix of design, development, and branding services. The content confirms this via specific project portfolios and technical stack descriptions rather than generic marketing promises.

"The score of 74 is driven primarily by the Commodity Fingerprint (standard agency jargon) and Information Density (stale 'recent' work). The Trust and Proof pillar performed well due to verified external links, and Semantic Coherence was nearly perfect. The result reflects a highly credible agency with minor maintenance-related BS."

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://zgraya.digital> 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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