

AI Reputation Analysis and Signal Evaluation - CodeCanyon

BRAND AI REPUTATION

Marketplaces & Classifieds Platforms Reputation: CodeCanyon (codecanyon.net)

https://codecanyon.net

Industry: Marketplaces & Classifieds Platforms



REPUTATION LEVEL

MARKETPLACES & CLASSIFIEDS PLATFORMS

52.8 Avg Reputation

Based on 225 businesses audited.

HIGHER REPUTATION THAN AVERAGE

CodeCanyon has 20.2 points more reputation than the average for Marketplaces & Classifieds Platforms.

EXPERT VERDICT

CodeCanyon is a high-utility marketplace where the substance of the product catalog almost entirely eclipses the typical marketing fluff. While it uses industry-standard superlatives, it backs them with granular transactional data and clear pricing. It is a textbook example of a low-BS platform that prioritizes functional discovery over brand atmosphere.

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INFO DENSITY

Power-words vs. Substance ratio.

22

73% Reputation

Information density is exceptionally high for a marketplace, with the homepage and sub-pages providing hard counts such as '38,310 Plugins' and '60 Sales' for specific items. Substance is found in the technical categorization (PHP Scripts, HTML5, Javascript) and the granular pricing model (\$19 to \$89). Fluff is restricted to H2 headers using power words like 'world-class creators' and 'world-leading marketplace' without specific evidence for those qualitative ranks. However, the body text is almost entirely product titles, prices, and metrics, resulting in a low fluff-to-substance ratio.

SEMANTIC COHERENCE

Homepage promise vs. Sub-page reality.

18

90% Reputation

There is virtually no semantic drift between the homepage signal and sub-page substance. The H1 'Thousands of code, scripts & plugins' is immediately validated by the Best Sellers page, which lists specific, high-volume assets. The positioning as an 'all-in-one creative subscription' (Envato Elements) is consistent across the navigation and body blocks. The only minor drift is the use of '2026's Best Selling' in the H1 when the sales numbers shown (e.g., 8-60 sales) appear to be weekly or recent rather than cumulative annual totals.

TRUST & PROOF

Verifiable evidence vs. Trust Theatre.

12

60% Reputation

DIAGNOSIS: TRUST THEATRE

The site utilizes internal trust theatre by displaying review counts (up to 2.8K) and sales numbers (60 Sales) without external verification links. While these are high-density metrics, the proof_links_count remains at 1, indicating a lack of third-party validation like Trustpilot or verified case studies. The 'Featured Creator' and 'Featured Code' sections provide social proof, but it is entirely contained within the Envato ecosystem. The trust_theatre_flag is false because the site provides actual transactional data rather than just 'Secure Payment' badges.

EVIDENCE: PROOF DENSITY

Proof density is high, characterized by a high ratio of verifiable technical specs and transaction data to vague assertions. For every 'world-class' claim, the site provides dozens of specific product names (e.g., 'Perflex - Powerful Open Source CRM') with exact prices and user ratings. The meta description claim of '38,310 Plugins' serves as a verifiable benchmark for the platform's scale. The primary missing proof element is external third-party audit data or independent seller verification logs.

COMMODITY FINGERPRINT

Detection of industry cliches/templates.

9

60% Reputation

The site exhibits some commodity marketplace patterns, such as 'world-leading marketplace' and 'world-class creators,' which are generic value proposition cliches. The category-led navigation (WordPress, PHP Scripts, Mobile) follows the standard marketplace template fingerprint. However, the unique volume of assets (38k+) and the specific AI-tool integration (MagicAI, Webby) differentiate it from smaller, more generic competitors. The 'Your all-in-one creative subscription' block is a specific, non-copy-pasteable value prop tied to the Envato brand.

IDENTITY & AUTHORITY

Expert verifiability & Schema depth.

12

80% Reputation

DIAGNOSIS: AUTHORITY GAPS

Authority is established through a robust Organization schema identifying 'Envato' as the parent entity and providing a physical address in Melbourne. A minor gap exists in the 'Expert' claims; while authors like 'Stepasyuk' and 'NinjaTeam' are named and ranked, there is no Person schema or external 'sameAs' links to verify their professional footprints outside the marketplace. The technical implementation is high-authority, with a clean heading hierarchy and structured JSON-LD.

EVIDENCE: PERFORMANCE VS. CLAIMS

The disconnect is minimal because most claims are self-evident catalog entries. The claim of being 'the world's best developers' is a subjective marketing overreach that cannot be measured. Conversely, the claim of 'saving time' is supported by the availability of 'ready-to-use' code and scripts with live previews. The performance of items is backed by internal star ratings and sales velocity, which are visible to the user.

[See how to improve >](#)

INDUSTRY MATCH & SCORE SUMMARY

**Marketplaces & Classifieds Platforms Reputation: CodeCanyon
(codecanyon.net)**

Reputation: 73 / 100

INDUSTRY CLASSIFICATION

The site perfectly matches the Marketplaces & Classifieds Platforms industry as a two-sided marketplace for digital assets. The content focuses entirely on buyer-seller interactions, cataloging over 38,000 items with transparent pricing and sales data.

"The score of 73 reflects a high-substance platform. The main point deductions came from Information Density (superlative headers) and Trust & Proof (reliance on internal metrics without external proof paths). Commodity Fingerprint also contributed a few points due to standard marketplace template language."

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://codecanyon.net> 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 26, 2026

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