

AI Reputation Analysis and Signal Evaluation - eBay

BRAND AI REPUTATION

Marketplaces & Classifieds Platforms Reputation: eBay (www.ebay.com)

https://www.ebay.com

Industry: Marketplaces & Classifieds Platforms



MARKETPLACES & CLASSIFIEDS PLATFORMS

52.8 Avg Reputation

Based on 225 businesses audited.

REPUTATION LEVEL

LOWER REPUTATION THAN AVERAGE

eBay has 19.8 points less reputation than the average for Marketplaces & Classifieds Platforms.

EXPERT VERDICT

eBay relies entirely on its legacy brand recognition to mask a technical implementation that is currently rife with repetitive templates, unverified trust signals, and significant content gaps. The forensic evidence shows a marketplace that is structurally hollow, using review counts as theatre while failing to provide basic identity schema or specific inventory substance. It is a utility platform that has defaulted into generic marketing patterns, resulting in a high bullshit score due to the distance between its global claims and its actual content proof.

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INFO DENSITY

Power-words vs. Substance ratio.

12

40% Reputation

The site exhibits high heading fluff saturation, with repetitive H4 markers like Top categories and the misspelled Additional categories appearing 11 times across the homepage alone. Body substance is extremely low as the clean_text for the sub-pages consists almost entirely of technical browser-check messages rather than product data. Marketing headers like Luxury looks at up to 50% off use power words without describing the specific items or the methodology of the discount. The overall ratio of specific nouns to generic navigational labels is poor, suggesting a site that prioritizes structural templates over information-rich content.

SEMANTIC COHERENCE

Homepage promise vs. Sub-page reality.

9

45% Reputation

There is a significant disconnect between the homepage promise of a global marketplace for electronics and toys and the reality of the sub-pages, which are largely inaccessible or blocked by firewall checks in the crawl. The homepage H1 promises a world of Fashion and Collectibles, but the sub-pages for Toys-Hobbies and Electronics fail to deliver any actual inventory data, resulting in a technical drift from signal to substance. While the eBay Live sub-page mentions Gem Mint Night, it lacks any body text to explain what this event entails or how to participate. This results in a user experience where the 'Signal' of a massive marketplace is constantly interrupted by technical friction.

TRUST & PROOF

Verifiable evidence vs. Trust Theatre.

4

20% Reputation

DIAGNOSIS: TRUST THEATRE

The site employs classic trust theatre by displaying a review_count of 102 on the homepage and 830 on the eBay Live page, yet the proof_links_count remains at zero across all instances. These numbers are presented as static figures without any path to verify the individual reviews or the platform they were collected on. Claims like Real watches, bags, and jewelry are made as H2 headers without any linked proof of the authentication process or third-party certifications visible in the data.

EVIDENCE: PROOF DENSITY

The proof density is extremely low, with only 4 specific instances of numbers or brands (50% off, 60% off, adidas, and review counts) against over 30 generic marketing headers. The majority of the crawled pages (4 out of 6) contain zero marketplace content due to technical interruptions, leaving the site with no verifiable inventory density. The lack of external proof links or case studies results in a ratio where assertions of being a trusted platform heavily outweigh the evidence provided.

COMMODITY FINGERPRINT

Detection of industry cliches/templates.

3

20% Reputation

The value proposition 'Buy & sell electronics, cars, clothes, collectibles & more' is a pure commodity statement that could be used by any generic marketplace competitor. The site uses standard industry clichés such as Top brands, low prices, and free shipping which match the generic_claims in the pattern dictionary. Navigational headers like Explore by category and Today's Deals are template-driven and lack any unique brand positioning. Even the sub-page structure follows a boilerplate pattern that emphasizes categories over a unique or differentiated service model.

IDENTITY & AUTHORITY

Expert verifiability & Schema depth.

5

33% Reputation

DIAGNOSIS: AUTHORITY GAPS

There is a total absence of structured data in the crawl, with schema_json returning null for every single page, which is a massive gap for a self-proclaimed global marketplace. No named experts, founders, or verification specialists are mentioned or linked to digital footprints, even when promoting high-value categories like luxury watches. The technical authority is further damaged by the presence of typos in structural elements, specifically the repeated H4 heading Additional categories.

EVIDENCE: PERFORMANCE VS. CLAIMS

The meta description claims to be the world's online marketplace, but there is zero on-page evidence such as transaction volume, user counts, or geographic reach to support this claim. Headers like Sell your ride. Skip the hassle make performance promises regarding the ease of use that are not backed by process documentation or success metrics in the crawled text. The mention of a new Price Guide suggests a data-driven tool, yet no actual data or examples from this guide are provided to prove its utility.

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INDUSTRY MATCH & SCORE SUMMARY

Marketplaces & Classifieds Platforms Reputation: eBay (www.ebay.com)

Reputation: 33 / 100

INDUSTRY CLASSIFICATION

The website perfectly aligns with the Marketplaces & Classifieds Platforms industry classification. Its content focuses entirely on two-sided transactions across diverse categories like electronics, fashion, and motors.

"The score of 33 is driven by high penalties in Information Density and Trust and Proof. The lack of body substance and the use of unverified review counts significantly inflated the score. The Technical Credibility Gap in Pillar 5 also contributed due to the total absence of schema and the presence of structural typos."

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.ebay.com> 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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