

AI Reputation Analysis and Signal Evaluation - Chacco Info

BRAND AI REPUTATION

Media, News & Publishing Reputation: Chacco Info (chaccoinfo.com)

<https://chaccoinfo.com>

Industry: Media, News & Publishing

54

REPUTATION / 100

B

MEDIA, NEWS & PUBLISHING

65.3 Avg Reputation

Based on 830 businesses audited.

REPUTATION LEVEL

LOWER REPUTATION THAN AVERAGE

Chacco Info has 11.3 points less reputation than the average for Media, News & Publishing.

EXPERT VERDICT

Chacco Info is a legitimate equestrian news source undermined by a sloppy agency wrapper. It provides real-time value to the horse world, but its professional 'Management' claims are compromised by visible template debris and a confusing brand split.

[See how to improve >](#)

INFO DENSITY

Power-words vs. Substance ratio.

21

70% Reputation

The site displays a high volume of specific equestrian news involving named entities like Javier González Fraga and Abdulrahman Alrajhi, which provides solid substance. However, density is severely diluted by the presence of template placeholders such as 'Añade aquí tu texto de cabecera' in H2 tags across almost every page. The body text in the news sections is dense with facts, while the 'Quiénes Somos' page relies on generic marketing phrases like 'Innovación con propósito' and 'Pasión por la hípica' without specific KPIs.

SEMANTIC COHERENCE

Homepage promise vs. Sub-page reality.

9

45% Reputation

There is a notable drift between the primary signal of the homepage—a hard-news portal for equestrian sports—and the 'Quiénes Somos' sub-page, which reveals the entity is actually 'Chacco Marketing,' a digital agency. The meta title claims 'Equestrian News & Management,' yet the management aspect is barely defined beyond marketing services. This disconnect suggests the news portal might be a content-marketing engine for the agency rather than a purely independent newsroom.

TRUST & PROOF

Verifiable evidence vs. Trust Theatre.

11

55% Reputation

DIAGNOSIS: TRUST THEATRE

The site features several specific testimonials from named clients like Borja Galdeano (CEO Special Feeds) and José Antonio García Mena. While these are high-quality proofs, they lack verification paths such as outbound links to the clients' own platforms or specific project case studies. The review_count is listed at 29 on some pages, yet there is no external third-party review integration (e.g., Google or Trustpilot) to validate these claims.

EVIDENCE: PROOF DENSITY

Proof density is high in the news vertical, citing specific event results and dates (e.g., ATCO Queen Elizabeth II Cup). In contrast, the 'Management' and 'Marketing' claims have low proof density, relying on five testimonials rather than a verifiable portfolio of digital campaigns or strategic frameworks.

COMMODITY FINGERPRINT

Detection of industry clichés/templates.

8

53% Reputation

The agency side of the business heavily uses industry clichés such as 'llevar tu proyecto al siguiente nivel' and 'garantía de éxito.' The 'Chacco Market' section uses a standard directory template that, while functional, lacks unique value-added data journalism. Boilerplate sections like 'Comprometidos con tu éxito' could be transposed onto any equestrian service provider without losing meaning.

IDENTITY & AUTHORITY

Expert verifiability & Schema depth.

5

33% Reputation

DIAGNOSIS: AUTHORITY GAPS

Shelly Ramírez is positioned as a significant authority and CEO with specific mentions of high-level event correspondences like CHIO Aachen. Despite these strong claims, the technical implementation shows a 'Technical Credibility Gap'; an agency claiming marketing excellence should not have empty H1 tags and visible WordPress placeholder headings ('Añade aquí tu texto de cabecera') in production. This technical sloppiness undermines the authority of a 'Marketing and Communication' specialist.

EVIDENCE: PERFORMANCE VS. CLAIMS

The site claims to be a 'referente hípico español' and a 'garantía de éxito,' yet it fails to demonstrate these results through data-driven case studies or portfolio metrics. The news reporting demonstrates current activity (dated July 2026), but the agency's performance claims remain qualitative and unsubstantiated by measurable outcomes or 'Management' technical specs.

[See how to improve >](#)

INDUSTRY MATCH & SCORE SUMMARY

Media, News & Publishing Reputation: Chacco Info (chaccoinfo.com)

Reputation: 54 / 100

INDUSTRY CLASSIFICATION

The site aligns well with the Media, News & Publishing category, specifically within the equestrian niche. It serves dual functions as a news portal (Chacco Info) and a digital marketing agency (Chacco Marketing), which creates some internal tension in the brand identity.

"The score is primarily driven by technical implementation failures (Identity and Authority) and the semantic drift between the news portal and the agency services. While the news content is high-substance, the 'Marketing' claims lean heavily on generic industry clichés."

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://chaccoinfo.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: July 6, 2026

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