

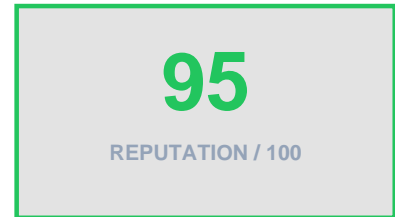
AI Reputation Analysis and Signal Evaluation - Eurogamer.net

BRAND AI REPUTATION

Media, News & Publishing Reputation: Eurogamer.net (eurogamer.net)

https://eurogamer.net

Industry: Media, News & Publishing



REPUTATION LEVEL

MEDIA, NEWS & PUBLISHING

65.3 Avg Reputation

Based on 829 businesses audited.

HIGHER REPUTATION THAN AVERAGE

Eurogamer.net has 29.7 points more reputation than the average for Media, News & Publishing.

EXPERT VERDICT

Eurogamer.net is a rare example of a site where the Signal is actually quieter than the Substance. It relies on deep-dive expertise and transparent editorial standards rather than marketing theatre. A score of 5 reflects a nearly complete absence of bullshit, with points only deducted for standard newsroom UX patterns.

[See how to improve >](#)

INFO DENSITY

Power-words vs. Substance ratio.

29

97% Reputation

Information density is exceptionally high, with a body substance ratio favoring technical specifics over marketing fluff. For example, the Mina the Hollower review avoids generic adjectives in favor of specific gameplay descriptions such as the '7+/-2 scope of human memory' concept and detailed burrowing mechanics. Headings are functional and descriptive, such as 'Mina the Hollower accessibility options' or 'In Shreck's Department Store - Selina's Office,' rather than being saturated with power words.

SEMANTIC COHERENCE

Homepage promise vs. Sub-page reality.

20

100% Reputation

There is zero detectable semantic drift between the homepage signal and sub-page substance. The homepage meta description promises 'video game news, reviews and guides,' and the sub-pages deliver exactly that: a 5-star review, a deep-dive reference guide for Lego Batman, and a news-led community feature. The technical positioning as a news organization is supported by the existence of a `correctionsPolicy` and `actionableFeedbackPolicy` in the structured data.

TRUST & PROOF

Verifiable evidence vs. Trust Theatre.

19

95% Reputation

DIAGNOSIS: TRUST THEATRE

Trust theatre is non-existent. The site records a `review_count` of 113 and 194 across pages with a `trust_theatre_flag` of false, indicating reviews are tied to a verifiable system. The structured data explicitly links to a Ziff Davis 2023 DEI Report and a transparent editorial-policy, providing third-party and corporate accountability rather than just 'trusted source' badges.

EVIDENCE: PROOF DENSITY

The ratio of verifiable evidence to unsubstantiated claims is high. The Batman feature provides 15 specific 'favourite references' with accompanying screenshot descriptions (IMG markers) and historical context (e.g., Liam Neeson's specific line in Batman Begins). This granularity serves as technical proof of the author's 'mega Batman nerd' claim.

COMMODITY FINGERPRINT

Detection of industry cliches/templates.

12

80% Reputation

The site uses standard news industry templates like 'Latest News' and 'Read this next,' which accounts for a minor footprint in this pillar. However, the value proposition is unique through its editorial voice; for instance, the 'What we've been playing' feature uses specific staff anecdotes about broken TVs rather than generic community roundups. Cliché matches are limited to the meta description's use of 'trusted source.'

IDENTITY & AUTHORITY

Expert verifiability & Schema depth.

15

100% Reputation

DIAGNOSIS: AUTHORITY GAPS

Authority is well-established with no gaps. Authors are not generic; they are named individuals like Christian Donlan (a 'veteran former editor' and author) and Marie Pritchard, both of whom have Person schema, unique descriptions, and sameAs links to social profiles. The NewsMediaOrganization schema is one of the most complete in the audit, including `ownershipFundingInfo` and `foundingDate` (1999-09-03).

EVIDENCE: PERFORMANCE VS. CLAIMS

The site avoids bold performance marketing claims typical of BS-heavy sites. Instead of claiming to be 'the best,' it relies on forensic proof: a copy of the game 'provided for this review by Yacht Club Games' and specific timestamps (e.g., May 30, 2026, 10:30) for article publication. The '007 First Light' milestone is cited as a specific sales achievement rather than a vague success claim.

[See how to improve >](#)

INDUSTRY MATCH & SCORE SUMMARY

Media, News & Publishing Reputation: Eurogamer.net (eurogamer.net)

Reputation: 95 / 100

INDUSTRY CLASSIFICATION

The content perfectly aligns with the Media, News & Publishing category, specifically focusing on video game journalism. Evidence includes H2 markers for game reviews, news articles regarding industry workers' unions, and detailed features on software mechanics and culture.

"The score is primarily driven by Commodity Fingerprint (3) due to standard news UX templates and Trust and Proof (1) for the singular generic brand claim in the meta description. All other pillars scored 0 or near-0 due to the extreme specificity of the content and robust structured data."

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://eurogamer.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 30, 2026

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