

AI Reputation Analysis and Signal Evaluation - Hollywood.com

BRAND AI REPUTATION

Media, News & Publishing Reputation: Hollywood.com (hollywood.com)

https://hollywood.com

Industry: Media, News & Publishing



REPUTATION LEVEL

MEDIA, NEWS & PUBLISHING

65.3 Avg Reputation

Based on 829 businesses audited.

LOWER REPUTATION THAN AVERAGE

Hollywood.com has 15.3 points less reputation than the average for Media, News & Publishing.

EXPERT VERDICT

Hollywood.com is a classic example of domain-authority-as-a-mask, claiming to be a movie ticketing powerhouse while functioning as a generic editorial aggregator. It successfully populates news headlines but fails completely to provide the substance behind its primary transactional signal.

[See how to improve >](#)

INFO DENSITY

Power-words vs. Substance ratio.

26

87% Reputation

Information density is split; while article headings are highly specific (citing Anthony Bourdain, Noah Wyle, and Olivia Rodrigo), the surrounding marketing text is vacuum-sealed fluff. Phrases like 'Experience Hollywood' and 'Brighten up your inbox' provide zero value or data. The body substance ratio suffers because the site uses generic prompts like 'Looking for family fun? Discover the latest...' to gate what is essentially just a search results list without deep reporting.

SEMANTIC COHERENCE

Homepage promise vs. Sub-page reality.

5

25% Reputation

The semantic drift is high; the homepage meta-data and primary H1-equivalent signals promise a ticketing utility for movies and Broadway shows, yet the sub-pages contain 0% transactional capability. Sub-pages for 'Movies' and 'Movie Documentary' deliver only editorial content, creating a fundamental disconnect between the 'Tickets' brand signal and the 'News' substance. This is a clear case of using a high-intent transactional keyword to mask a low-value news aggregation strategy.

TRUST & PROOF

Verifiable evidence vs. Trust Theatre.

4

20% Reputation

DIAGNOSIS: TRUST THEATRE

The site exhibits high Trust Theatre by declaring 'review_count' values (ranging from 14 to 25) in its structured data across every page while providing no links to actual reviews. There is no proof_links_count (0) across the entire crawl, meaning claims of being a 'destination' for tickets are entirely unsubstantiated by third-party verification. Bold assertions like 'Your source for Movie History stories' lack any linked source or named client validation.

EVIDENCE: PROOF DENSITY

The proof density is extremely low; out of 4 pages analyzed, zero contained links to external validation, certifications, or transactional partners. The ratio of verifiable evidence to assertions is nearly zero, as even the specific news headlines function as 'current events' rather than proof of the business's own performance claims. The site relies entirely on the 'Hollywood.com' brand name to do the work of actual proof.

COMMODITY FINGERPRINT

Detection of industry cliches/templates.

6

40% Reputation

The site uses a standard entertainment tabloid commodity fingerprint, with template-heavy sections like 'Brighten up your inbox' and generic footer headers like 'COMPANY' and 'CATEGORY.' The value proposition is entirely copy-pasteable; any competitor could claim to be the 'destination for all things Hollywood movies' without changing a single noun. There is a lack of unique editorial voice or proprietary data journalism that would differentiate this from a generic content farm.

IDENTITY & AUTHORITY

Expert verifiability & Schema depth.

9

60% Reputation

DIAGNOSIS: AUTHORITY GAPS

While the site names authors such as 'Rachel Langford' and 'JT,' there is a total absence of Person schema or links to their professional credentials. The 'Hollywood.com Staff' attribution further dilutes authority, providing no verifiable digital footprint for the individuals behind the reporting. This gap between the site's legacy domain authority and its anonymous content production is a significant credibility deficit.

EVIDENCE: PERFORMANCE VS. CLAIMS

The site claims to be a leader in movie ticketing, yet demonstrates zero technical integration for theater APIs, showtimes, or real-time availability on the analyzed pages. The marketing tone suggests a service-oriented platform, but the actual evidence proves a content-only newsroom. There is no demonstration of 'holding power to account' or 'fact-checked reporting' metrics as suggested by the industry dictionary.

[See how to improve >](#)

INDUSTRY MATCH & SCORE SUMMARY

Media, News & Publishing Reputation: Hollywood.com (hollywood.com)

Reputation: 50 / 100

INDUSTRY CLASSIFICATION

The site perfectly aligns with the Media, News & Publishing category, functioning primarily as an entertainment news hub. The content is structured around celebrity updates, movie trailers, and festival news, though its meta-data claims suggest a transactional ticketing component.

"The score of 50 reflects a moderate-to-high bullshit level, primarily driven by the massive semantic drift (15/20) between the ticketing promise and news reality. The high Trust Theatre score (16/20) for unverified reviews significantly inflates the BS profile. While the news content itself contains specific names and dates, the business's core claims remain unproven and generic."

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://hollywood.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 30, 2026

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