

# AI Reputation Analysis and Signal Evaluation - Hans-Peter Martin

## BRAND AI REPUTATION

### Media, News & Publishing Reputation: Hans-Peter Martin (hpmartin.net)

https://hpmartin.net

Industry: Media, News & Publishing



REPUTATION LEVEL

## MEDIA, NEWS & PUBLISHING

### 65.3 Avg Reputation

Based on 829 businesses audited.

#### HIGHER REPUTATION THAN AVERAGE

Hans-Peter Martin has 5.7 points more reputation than the average for Media, News & Publishing.

## EXPERT VERDICT

A high-substance author site that effectively proves the depth of its content while failing every modern technical trust metric. The BS score is low because the claims are specific and tied to a verifiable public figure, but it is penalized for technical neglect and stale evidence.

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## INFO DENSITY

Power-words vs. Substance ratio.

25

83% Reputation

The site exhibits high information density with a very low fluff-to-substance ratio. Headings such as 'René Benko ? Refugium und Kaufhof' and 'Deutschlands neue Volksbewegung' contain specific nouns and entities rather than power words. The body text includes granular details like '7 Millionen Exemplare', '28 Sprachen', and specific dates ranging from 1972 to 2018, though it suffers from concept repetition regarding the 'unavoidable system crash' across several sections.

## SEMANTIC COHERENCE

Homepage promise vs. Sub-page reality.

17

85% Reputation

Signal-substance alignment is strong; the H1 'GAME OVER' correctly identifies the primary product, and the sub-pages (represented here by chapter summaries) deliver exactly on the promised themes of economic and political analysis. Minor drift occurs in the heading hierarchy where multiple H1 tags are misused for thematic sections like 'Steuerflüchtlinge und Flüchtlinge' instead of maintaining a logical parent-child structure. However, the core messaging remains consistent between the hero section and the detailed chapter breakdowns.

## TRUST & PROOF

Verifiable evidence vs. Trust Theatre.

13

65% Reputation

### DIAGNOSIS: TRUST THEATRE

While the site displays a high review\_count of 199, the proof\_links\_count is only 2, creating a verification gap. The testimonials provided are high-quality excerpts from reputable sources like 'Der Spiegel' and 'Süddeutsche Zeitung', but they lack direct outbound links to the original articles, which is a significant proof path deficiency. Additionally, the temporal anchor shows that all reviews and 'current' reactions are from 2018, making the evidence stale by 93 months as of May 2026.

### EVIDENCE: PROOF DENSITY

The proof density is robust in terms of names and historical references but weak in terms of external validation links. For every 10 specific claims made (e.g., '25 farbige Grafiken', '384 Seiten'), there is only 0.1 verified external proof path (2 links total). The 'Leseprobe' (Reading Sample) provides direct internal evidence of the book's quality, which serves as a primary substance-anchor for the user.

## COMMODITY FINGERPRINT

Detection of industry clichés/templates.

14

93% Reputation

The site avoids common industry clichés such as 'unbiased reporting' or 'news you can trust,' opting instead for a highly personal, editorial tone. The value proposition is entirely unique to the specific author and his literary work, making it impossible to copy-paste onto a competitor. There are zero instances of boilerplate 'Why Choose Us' or 'Our Process' blocks, as the content is tailored strictly to the book's narrative.

## IDENTITY & AUTHORITY

Expert verifiability & Schema depth.

2

13% Reputation

### DIAGNOSIS: AUTHORITY GAPS

There is a significant authority gap due to the total absence of structured data; schema\_json is null, meaning there is no Person or Book schema to link the author to his credentials. While the site claims the author is a 'Bestsellerautor' and former MEP, there are no sameAs links to Wikipedia, Wikidata, or official parliamentary records. The technical implementation also reveals a credibility gap, with an outdated H1 hierarchy and content that has not been refreshed since 2018.

### EVIDENCE: PERFORMANCE VS. CLAIMS

There is little disconnect between marketing tone and substance, as the site functions as a book preview rather than a service provider. However, bold claims such as '7 million copies sold' and '28 languages' are presented as facts without a linked third-party verification source or a dated sales audit. The polemic tone ('The liberal democracy has failed') is consistent with the genre of the book, aligning the marketing with the product content.

[See how to improve >](#)

## INDUSTRY MATCH & SCORE SUMMARY

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**Media, News & Publishing Reputation: Hans-Peter Martin (hpmartin.net)**

**Reputation: 71 / 100**

### INDUSTRY CLASSIFICATION

The site fits the Publishing and Media industry as it serves as a digital landing page for the non-fiction book 'Game Over' and its author, a former Spiegel correspondent and MEP. The content confirms this by providing ISBN data, publisher information, and editorial reviews from major news outlets.

*"The score is primarily driven by the Identity and Authority pillar (13/15) due to the lack of schema and technical debt. Information Density (5/30) and Commodity Fingerprint (1/15) scores are exceptionally low, reflecting the high level of original, non-generic content. The Trust and Proof score (7/20) was slightly elevated due to the staleness of the evidence relative to the 2026 system date."*

### 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://hpmartin.net> to view the most current version of its content and see directly what this company is about and what it offers.

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Verified Analysis Date: May 30, 2026

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