

# AI Reputation Analysis and Signal Evaluation - KCRW

## BRAND AI REPUTATION

### Media, News & Publishing Reputation: KCRW (kcrw.com)

https://kcrw.com

Industry: Media, News & Publishing



## MEDIA, NEWS & PUBLISHING

### 65.3 Avg Reputation

Based on 829 businesses audited.

REPUTATION LEVEL

#### LOWER REPUTATION THAN AVERAGE

KCRW has 28.3 points less reputation than the average for Media, News & Publishing.

## EXPERT VERDICT

This audit cannot confirm the existence of a business beyond a Vercel hosting gate. The site provides 0% substance and 100% technical friction, rendering the brand functionally invisible to analysis.

[See how to improve >](#)

### INFO DENSITY

Power-words vs. Substance ratio.

5

17% Reputation

The Information Density score of 25 reflects a total absence of editorial content. There are zero H1 through H4 headings, resulting in 10 points for fluff saturation as no specific nouns, numbers, or entities are present to describe the business. The body text is restricted to 61 characters of technical verification utility, offering a 0% body substance ratio against industry expectations of investigative reporting or multimedia storytelling.

### SEMANTIC COHERENCE

Homepage promise vs. Sub-page reality.

7

35% Reputation

Maximum drift is observed as the meta\_title 'Vercel Security Checkpoint' bears no relation to the expected value proposition of a public radio station or news outlet. Because no sub-pages were accessible, the primary signal is entirely disconnected from the Media industry classification. The heading hierarchy is non-existent, scoring 5 points for total structural incoherence as a reader cannot determine what the business does from the headings.

## TRUST & PROOF

Verifiable evidence vs. Trust Theatre.

15

75% Reputation

### DIAGNOSIS: TRUST THEATRE

With a review\_count of 0 and proof\_links\_count of 0, the site provides no external validation of its claims. While the trust\_theatre\_flag is false, the absolute absence of proof paths to external certifications, press council memberships, or named editorial staff results in a score of 5 for proof path absence. There is no evidence of the 'news you can trust' generic claim often found in this industry.

### EVIDENCE: PROOF DENSITY

The proof density is zero across the crawled page. Every character of text is dedicated to a technical verification process rather than verifiable journalistic evidence, named journalists, or source verification protocols expected by the industry dictionary.

## COMMODITY FINGERPRINT

Detection of industry cliches/templates.

5

33% Reputation

The site uses a standard Vercel firewall template, making its digital storefront indistinguishable from any other website using the same hosting service. Matches for industry\_jargon or value\_prop\_cliches are zero simply because the site lacks content, yet it receives 10 points for relying entirely on generic template language that could be copy-pasted onto any competitor.

## IDENTITY & AUTHORITY

Expert verifiability & Schema depth.

5

33% Reputation

### DIAGNOSIS: AUTHORITY GAPS

There is a significant technical credibility gap as the site fails to provide schema\_json or any named team members. No Person schema, Organization schema, or sameAs links exist to connect the brand to its claimed authority in the news space, resulting in 10 points for identity and authority gaps. The site lacks a digital footprint for any named journalists or editorial standards.

### EVIDENCE: PERFORMANCE VS. CLAIMS

The site makes no performance claims in the provided data, but the disconnect between its known brand as a media entity and its technical presentation as a Security Checkpoint is absolute. Marketing tone is non-existent, replaced entirely by a technical barrier that prevents the demonstration of award-winning journalism or community voice.

[See how to improve >](#)

## INDUSTRY MATCH & SCORE SUMMARY

Media, News & Publishing Reputation: KCRW (kcrw.com)

Reputation: 37 / 100

### INDUSTRY CLASSIFICATION

The provided data shows a total mismatch with the Media, News & Publishing industry. Instead of editorial content, the page serves a technical utility message from a hosting provider, failing to confirm its status as a news source or verify any of the industry-specific jargon such as editorial independence or fact-checked

reporting.

*"The score of 37 is driven by Information Density (25) and Semantic Coherence (13). The total lack of content and headings constitutes a failure to provide substance, while the technical gate creates a total disconnect between the URL and the claimed industry identity."*

#### **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://kcrw.com> 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 28, 2026

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