

AI Reputation Analysis and Signal Evaluation - NCAA.com

BRAND AI REPUTATION

Media, News & Publishing Reputation: NCAA.com (ncaa.com)

https://ncaa.com

Industry: Media, News & Publishing



MEDIA, NEWS & PUBLISHING

65.3 Avg Reputation

Based on 829 businesses audited.

REPUTATION LEVEL

HIGHER REPUTATION THAN AVERAGE

NCAA.com has 23.7 points more reputation than the average for Media, News & Publishing.

EXPERT VERDICT

This is a high-substance data journalism site that successfully avoids the 'hot air' typical of corporate media. It functions as a functional extension of a governing body rather than a marketing-led business entity.

[See how to improve >](#)

INFO DENSITY

Power-words vs. Substance ratio.

28

93% Reputation

The density of substance is exceptionally high, favoring specific nouns and results over power words. Headings like H2 'Tennessee vs. Texas Tech: 2026 WCWS highlights' and H2 'Ole Miss walks-off Arizona State in 14-inning marathon' prioritize outcomes over generic marketing fluff. Body text is almost entirely composed of schedules, scores, and measurable match results rather than vague value propositions. Only 2 points were deducted for minor repetitive CMS-generated H3 markers.

SEMANTIC COHERENCE

Homepage promise vs. Sub-page reality.

19

95% Reputation

Zero drift was detected between the H1 'Official Website of NCAA Championships' and the sub-page content. Sub-pages for Men's and Women's Tennis deliver granular data, such as 'Dan Magill Tennis Complex | Athens, GA' and 'May 14-17, 2026,' which directly fulfill the homepage's promise. The messaging is consistent across the site, maintaining a functional identity as a data-driven news portal.

TRUST & PROOF

Verifiable evidence vs. Trust Theatre.

17

85% Reputation

DIAGNOSIS: TRUST THEATRE

The site avoids typical trust theatre patterns such as unlinked five-star reviews or generic 'trusted by' logos. While the `proof_links_count` is low, the 'Official' status is substantiated by the breadth of proprietary data and real-time scoring updates. The site relies on its unique role as a governing body's digital arm rather than defensive social proof widgets.

EVIDENCE: PROOF DENSITY

Verifiable evidence is present in nearly every line of text. Every headline contains a specific date, team name, or score (e.g., 'UCLA scores 9 runs in second-inning eruption'). The ratio of verifiable sports data to vague assertions is approximately 50:1, representing a very high proof-to-fluff ratio.

COMMODITY FINGERPRINT

Detection of industry cliches/templates.

13

87% Reputation

While the site uses standard news fingerprints like 'Latest' and 'Explore More,' the content is highly brand-specific. The value proposition?being the singular official home for all divisions of collegiate championships?is entirely unique and cannot be replicated by competitors. Cliché matches are minimal, as the text uses technical sports terminology instead of generic publishing buzzwords.

IDENTITY & AUTHORITY

Expert verifiability & Schema depth.

12

80% Reputation

DIAGNOSIS: AUTHORITY GAPS

Authority is clearly established through a joint venture between the NCAA and Warner Bros. Discovery (Turner Sports Interactive). Schema data is functional, though it uses generic `WebPage` types where more specific `SportsOrganization` or `Event` schema would be appropriate. There are no unverifiable 'expert' claims; authority is rooted in the organization's legal standing and real-time reporting.

EVIDENCE: PERFORMANCE VS. CLAIMS

There is no disconnect between the claim of providing 'live video, live scoring, rankings, news and statistics' and the actual content delivered. The site demonstrates its performance by providing live updates for the 2026 baseball regionals and track heats. The marketing tone is secondary to the immediate delivery of information.

[See how to improve >](#)

INDUSTRY MATCH & SCORE SUMMARY

Media, News & Publishing Reputation: NCAA.com (ncaa.com)

Reputation: 89 / 100

INDUSTRY CLASSIFICATION

The site perfectly matches the Media, News & Publishing category, specifically sports journalism and event broadcasting. The presence of live highlights, scores, and editorialized match summaries confirms its status as a primary news source for collegiate sports.

"The low score of 89 reflects a site that is almost entirely grounded in substance. The minor points lost are due to technical CMS artifacts (repetition in headings) and the use of generic structured data types rather than industry-specific schema. All core pillars?Information Density, Semantic Coherence, and Proof?scored in the top percentile."

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://ncaa.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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