

# AI Reputation Analysis and Signal Evaluation - PFF

## BRAND AI REPUTATION

### Media, News & Publishing Reputation: PFF (pff.com)

https://pff.com

Industry: Media, News & Publishing



## MEDIA, NEWS & PUBLISHING

### 65.3 Avg Reputation

Based on 829 businesses audited.

REPUTATION LEVEL

#### HIGHER REPUTATION THAN AVERAGE

PFF has 21.7 points more reputation than the average for Media, News & Publishing.

## EXPERT VERDICT

PFF is a forensic-grade outlier that replaces traditional media fluff with high-fidelity data journalism. The site demonstrates nearly total alignment between its marketing signals and its analytical substance, with only minor penalties for unlinked 'trust by 32 teams' claims. It is a benchmark for low-BS information delivery in a commodity-heavy industry.

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## INFO DENSITY

Power-words vs. Substance ratio.

26

87% Reputation

Information density is exceptionally high, with a body substance ratio that favors technical data over marketing fluff. For example, rather than using generic terms like 'better analysis,' the site cites 'proprietary turnover-worthy play data,' 'Wins Above Average (WAA),' and specific metrics like 'deep-ball accuracy fell to a career-low 33.9%.' While some headings like 'What's Hot' are generic, the vast majority are entity-dense, referencing specific teams, players, and years (e.g., '2026 NFL Draft grades for all 32 teams').

## SEMANTIC COHERENCE

Homepage promise vs. Sub-page reality.

20

100% Reputation

There is zero detectable semantic drift between the primary signal and the sub-page substance. The homepage H1 'PFF Football News & Analysis' is immediately backed by the NFL sub-page, which delivers granular schematic breakdowns such as 'Mike McDaniel's 20.3% screen rate in Miami.' The transition from high-level value propositions on the homepage to raw analytical articles on analyst profiles like Nathan Jahnke's is seamless and consistent.

## TRUST & PROOF

Verifiable evidence vs. Trust Theatre.

13

65% Reputation

### DIAGNOSIS: TRUST THEATRE

The site displays a high review\_count (94 on the homepage) but a low proof\_links\_count (1), which suggests that user sentiment is aggregated rather than externally verified through third-party platforms. The claim that PFF is 'trusted by all 32 NFL teams' is a significant performance claim that lacks a direct proof path or linked validation within the provided crawl data. However, the use of proprietary stats serves as an internal form of evidence that mitigates typical 'trust theatre' patterns.

### EVIDENCE: PROOF DENSITY

The ratio of verifiable evidence to assertions is high. For every bold statement about a player, there is a corresponding PFF grade (e.g., 'Jeremiah Smith... elite PFF overall grades of 89.7 and 90.7'). The site provides more than 8 instances of specific evidence across the pages, including exact snap counts, completion percentages, and historical ranking data, which successfully reduces the BS score in the specificity category.

## COMMODITY FINGERPRINT

Detection of industry cliches/templates.

13

87% Reputation

PFF avoids the commodity trap by utilizing highly specialized industry jargon that describes technical deliverables, such as '12, 21, and 22 personnel groupings' and 'net interception luck.' While cliches like 'Dominate your draft' and 'blueprint for building a championship roster' appear in the Fantasy section, they are outweighed by unique positioning based on an exclusive database. The value proposition is differentiated enough that it could not be easily copy-pasted onto a standard sports news competitor.

## IDENTITY & AUTHORITY

Expert verifiability & Schema depth.

15

100% Reputation

### DIAGNOSIS: AUTHORITY GAPS

Authority is well-established through detailed expert bios and technical schema. The analyst profile for Nathan Jahnke includes a Bachelor of Science in Actuarial Science and specific third-party rankings (No. 2 ranker at FantasyPros), providing a verifiable digital footprint. Structured data is robust, utilizing Organization and WebSite schema with sameAs links to multiple social platforms, leaving no gaps in professional identity.

### EVIDENCE: PERFORMANCE VS. CLAIMS

The site's marketing tone is relatively restrained, with the 'PFF Football News & Analysis' H1 focusing on the product's function rather than overblown promises. The claim of being a 'WAR Room' for decisions is supported by the actual presence of WAR and WAA metrics throughout the article summaries. There is a strong correlation between the promised 'advanced tools' and the analytical depth found on sub-pages.

[See how to improve >](#)

## INDUSTRY MATCH & SCORE SUMMARY

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**Media, News & Publishing Reputation: PFF (pff.com)**

**Reputation: 87 / 100**

### INDUSTRY CLASSIFICATION

PFF perfectly matches the Media, News & Publishing category, specifically within the niche of data-driven sports journalism. The content focuses on original reporting, statistical analysis, and editorial coverage of the NFL and Fantasy Football.

*"The score of 87 is driven primarily by the Trust and Proof pillar (7 points) due to the lack of external validation links for user reviews and professional endorsements. Information Density (4 points) and Commodity Fingerprint (2 points) contributed small penalties for minor template cliches in the Fantasy section. The site achieved perfect scores in Semantic Coherence and Identity/Authority."*

### 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://pff.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 30, 2026

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