

# AI Reputation Analysis and Signal Evaluation - Sportsnet

## BRAND AI REPUTATION

### Media, News & Publishing Reputation: Sportsnet (sportsnet.ca)

https://sportsnet.ca

Industry: Media, News & Publishing



REPUTATION LEVEL

## MEDIA, NEWS & PUBLISHING

### 65.3 Avg Reputation

Based on 829 businesses audited.

#### LOWER REPUTATION THAN AVERAGE

Sportsnet has 43.3 points less reputation than the average for Media, News & Publishing.

## EXPERT VERDICT

Based on the forensic evidence, this site is a high-BS shell that relies entirely on meta-tag superlatives without providing the content required to back them up. It fails to meet the most basic technical and editorial standards for a news organization, functioning more as a parked domain than a leading sports network. The gap between the claimed leadership and the empty content payload is terminal.

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## INFO DENSITY

Power-words vs. Substance ratio.

4

13% Reputation

The information density is critically low, with the clean text containing only 18 characters: TOP NEWSFAVOURITES. The meta description uses the superlative power word Leading to describe the network, but there are zero specific nouns, numbers, or metrics in the page content to support this. The absence of H1 through H4 headings results in a 100% fluff-to-substance ratio for the structural elements of the page.

## SEMANTIC COHERENCE

Homepage promise vs. Sub-page reality.

3

15% Reputation

A massive disconnect exists between the primary signal in the meta title, which promises News, Scores and Live Streaming, and the actual content delivered, which is virtually non-existent. The homepage promises extensive coverage of major leagues (NHL, MLB, NBA), but the provided evidence contains no such coverage, articles, or data points. This represents maximum semantic drift where the marketing promise is not supported by any visible deliverables.

## TRUST & PROOF

Verifiable evidence vs. Trust Theatre.

10

50% Reputation

### DIAGNOSIS: TRUST THEATRE

While the trust\_theatre\_flag is false and no fake reviews are present, the site makes the bold performance claim of being Canada's Leading Sports Network without a single proof path or linked source. The proof\_links\_count of 0 confirms that assertions of leadership and extensive coverage are entirely unsubstantiated. There is no external validation or internal data provided to verify the network's status or reach.

### EVIDENCE: PROOF DENSITY

The ratio of verifiable evidence to unsubstantiated claims is 0 to 5, as five distinct promises in the meta data (News, Scores, Streaming, Leading Network, Extensive Coverage) are met with zero data points. There are no named clients, no audience metrics, and no dated results provided in the clean text. The site lacks the named editorial staff and published ethics codes required to mitigate a high BS score in the media sector.

## COMMODITY FINGERPRINT

Detection of industry cliches/templates.

5

33% Reputation

The meta description is a collection of industry cliches like extensive coverage and all your favourite teams that could be applied to any competitor like TSN or ESPN. The text TOP NEWSFAVOURITES appears to be a template fingerprint for a news aggregator rather than a unique editorial voice. The value proposition is entirely generic and lacks the newsroom innovation or digital-first publishing markers expected in the industry dictionary.

## IDENTITY & AUTHORITY

Expert verifiability & Schema depth.

0

0% Reputation

### DIAGNOSIS: AUTHORITY GAPS

There is a total authority gap due to the absence of schema\_json, meaning no structured data supports the claim of being an industry leader. No named journalists, editorial standards, or source verification protocols are present in the text, which are critical proof expectations for this industry. The technical credibility is further damaged by the complete lack of an H1 tag and a non-existent heading hierarchy.

### EVIDENCE: PERFORMANCE VS. CLAIMS

The marketing tone in the meta description is highly assertive, yet the site demonstrates zero journalistic substance. Claims of providing breaking news and live streaming are not supported by any evidence in the crawled data, creating a total disconnect between the brand identity and the user experience. The site functions as a placeholder for claims rather than a provider of the promised media services.

[See how to improve >](#)

## INDUSTRY MATCH & SCORE SUMMARY

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**Media, News & Publishing Reputation: Sportsnet (sportsnet.ca)**

**Reputation: 22 / 100**

### INDUSTRY CLASSIFICATION

The meta data identifies this entity as a sports media network, which aligns with the Media, News & Publishing category. However, the provided content is entirely insufficient to support this classification, lacking the expected editorial structure and journalistic output.

*"The score of 22 is primarily driven by failures in Information Density and Identity and Authority, as the site provides no content to support its bold meta-claims. The lack of headings and structured data (Schema) results in a maximum penalty for technical credibility. Semantic coherence is also poor, as the promise of extensive coverage is met with a near-zero text count."*

### 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://sportsnet.ca> 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: June 19, 2026

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