

# AI Reputation Analysis and Signal Evaluation - TODAY

## BRAND AI REPUTATION

### Media, News & Publishing Reputation: TODAY (today.com)

https://today.com

Industry: Media, News & Publishing



#### MEDIA, NEWS & PUBLISHING

### 65.3 Avg Reputation

Based on 829 businesses audited.

REPUTATION LEVEL

#### HIGHER REPUTATION THAN AVERAGE

TODAY has 10.7 points more reputation than the average for Media, News & Publishing.

#### EXPERT VERDICT

TODAY is a high-substance content machine with minimal bullshit, leveraging legacy brand authority and specific celebrity access. Its primary weaknesses are structural repetition and the use of internal commerce loops disguised as objective editorial winners. It successfully avoids the semantic drift common in modern digital publishing by delivering exactly the celebrity and lifestyle filler it promises.

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#### INFO DENSITY

Power-words vs. Substance ratio.

23

77% Reputation

The site maintains a high ratio of substance to fluff, utilizing specific nouns and named entities such as Barack Obama, Anne Hathaway, and Dr. Natalie Azar. Headings are predominantly descriptive, though repetitive structural labels like H2 On the show and H2 Trending account for a significant portion of the heading hierarchy. The body text is dense with specific details, including recipe cook times like 45 mins and specific product prices like \$9 Body Scrubs. Specificity is exceptionally high with 8+ instances of dated, quantified, or named evidence across every page analyzed.

## SEMANTIC COHERENCE

Homepage promise vs. Sub-page reality.

20

100% Reputation

There is zero semantic drift between the homepage signal and sub-page substance. The meta title's promise of Latest News, Videos & Guest Interviews is directly fulfilled by specific articles on the Trending and On the show sub-pages. The Advice From Our Experts section on the homepage links to specialized content that maintains the same tone and level of detail found in the initial signal. Messaging consistency is maintained across pop culture, health, and lifestyle verticals without identity shifts.

## TRUST & PROOF

Verifiable evidence vs. Trust Theatre.

12

60% Reputation

### DIAGNOSIS: TRUST THEATRE

While the site avoids blatant trust theatre flags, it relies heavily on internal validation. Review counts are present but low for a national media entity, such as 31 reviews on the On the show page with only 2 proof links. Performance claims like The Best Summer Problem Solvers or No. 1 Pick are editorial assertions that lack external third-party verification links within the immediate text. The proof path is largely internal, linking to other TODAY-branded properties or affiliated shops rather than independent audits.

### EVIDENCE: PROOF DENSITY

Proof density is high due to the nature of the content being primary-source interviews and dated news events. The ratio of verifiable names and specific events to vague assertions is favorable, with specific temporal markers like June 18, 2026, and 1994 World Cup providing historical grounding. Vague assertions are limited to lifestyle sections like astrology, which are industry-standard for the category. Verifiable evidence includes specific recipe ingredients, guest names, and event recaps.

## COMMODITY FINGERPRINT

Detection of industry cliches/templates.

7

47% Reputation

Boilerplate template language is frequent, specifically the repeated use of generic headers like Saw it on TODAY and On the show. The value proposition of delivering news and tips is a standard industry cliché, yet it is differentiated by exclusive access to high-profile guests like Michelle Obama. Boilerplate sections like Shop the Show are clearly labeled and contain specific product names, which reduces the commodity penalty. However, the site's structural reliance on generic category markers over unique SEO-driven headings triggers a moderate fingerprint score.

## IDENTITY & AUTHORITY

Expert verifiability & Schema depth.

14

93% Reputation

### DIAGNOSIS: AUTHORITY GAPS

Authority is well-established through robust JSON-LD schema, including NewsMediaOrganization and TVSeries profiles with comprehensive sameAs social links. Named experts like psychotherapist Niro Feliciano and rheumatologist Dr. Natalie Azar are clearly identified with professional titles. There is a minor authority gap where H3 tags name experts without immediate technical footprints in the clean text body, though this is likely mitigated by the site's established brand authority. Technical implementation is clean with zero structural hierarchy failures.

### EVIDENCE: PERFORMANCE VS. CLAIMS

The site's marketing tone is relatively grounded for lifestyle journalism, focusing on specific stories rather than bold corporate performance claims. Claims regarding health benefits, such as 9 Anti-Inflammatory Fruits, are attributed to medical contributors rather than presented as abstract proof-less facts. The primary disconnect exists in the commerce-driven content where products are labeled as winners or best without transparent testing methodology links. Most content is presented as editorial storytelling rather than hard performance data.

[See how to improve >](#)

## INDUSTRY MATCH & SCORE SUMMARY

Media, News & Publishing Reputation: TODAY (today.com)

Reputation: 76 / 100

### INDUSTRY CLASSIFICATION

The content perfectly aligns with the Media, News & Publishing category, specifically lifestyle and entertainment journalism. The page structures demonstrate a clear editorial hierarchy involving news reporting, interview-based features, and service journalism such as recipes and health advice.

*"The score of 76 is primarily driven by structural repetition (Information Density) and the use of internal validation paths (Trust and Proof). Commodity Fingerprint points were earned due to generic template headers used to organize unique content. The site achieved a perfect score in Semantic Coherence and nearly perfect in Identity and Authority due to its robust technical implementation and clear brand alignment."*

### 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://today.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: June 19, 2026

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