

# AI Reputation Analysis and Signal Evaluation - Hansaplast

## BRAND AI REPUTATION

### Medical Devices, Pharma & Biotech Reputation: Hansaplast (hansaplast.com)

<https://hansaplast.com>

Industry: Medical Devices, Pharma & Biotech



REPUTATION LEVEL

## MEDICAL DEVICES, PHARMA & BIOTECH

### 59.3 Avg Reputation

Based on 784 businesses audited.

#### LOWER REPUTATION THAN AVERAGE

Hansaplast has 4.3 points less reputation than the average for Medical Devices, Pharma & Biotech.

## EXPERT VERDICT

Hansaplast's homepage is a functional but substantively empty shell that relies on unverified review metrics to establish trust. It successfully identifies its global reach but fails to provide a single data point or technical specification to justify its position in the medical device industry.

[See how to improve >](#)

## INFO DENSITY

Power-words vs. Substance ratio.

15

50% Reputation

The page exhibits a high ratio of navigational fluff to substantive content. While the H1 'Welcome to our consumer markets' avoids standard power-word jargon, the body substance ratio is poor as it contains zero technical specifications, medical claims, or outcome data, resulting in 10 points for body fluff. Specificity is almost entirely absent, with no mention of GMP compliance, ISO certifications, or product materials, earning 5 points for specificity absence.

## SEMANTIC COHERENCE

Homepage promise vs. Sub-page reality.

17

85% Reputation

As this is a gateway page, the primary signal 'Welcome to our consumer markets' aligns perfectly with the list of countries provided. However, there is a minor technical hierarchy disconnect as there are no H2 or H3 tags to provide structure to the regional categories. This lack of structural depth results in a score of 3 for heading hierarchy coherence.

## TRUST & PROOF

Verifiable evidence vs. Trust Theatre.

10

50% Reputation

### DIAGNOSIS: TRUST THEATRE

The page displays a review\_count of 111 while maintaining a proof\_links\_count of 0, which triggers a trust\_theatre\_flag of true. This indicates that social proof is being leveraged on a page with no actual product or service content to review, suggesting an automated or aggregated trust signal without verification paths. Furthermore, there are zero outbound links to external certifications or clinical validations, resulting in a maximum proof path absence score.

### EVIDENCE: PROOF DENSITY

The ratio of verifiable evidence to assertions is critically low. The only hard number provided is the review count (111), which is unsubstantiated by any direct link to a third-party review platform or specific customer feedback. Zero instances of regulatory clearance numbers (FDA/CE) or peer-reviewed citations were detected in the crawled text.

## COMMODITY FINGERPRINT

Detection of industry cliches/templates.

5

33% Reputation

The site uses a completely generic global gateway template that could be applied to any multinational corporation. It scores 5 for value proposition uniqueness because the text 'Welcome to our consumer markets' provides no brand-specific differentiation. The 'Americas', 'Europe', and 'Asia & Oceania' blocks function as generic template fingerprints with zero unique descriptive content.

## IDENTITY & AUTHORITY

Expert verifiability & Schema depth.

8

53% Reputation

### DIAGNOSIS: AUTHORITY GAPS

The structured data is limited to a basic Organization schema with a single sameAs link to Instagram, lacking technical Person schema for medical leads or expertise properties. There is a significant technical credibility gap due to the absence of a meta description and a hollow heading structure (H1 only). This lack of a technical and expert footprint in the metadata results in a score of 7.

### EVIDENCE: PERFORMANCE VS. CLAIMS

While the page does not make explicit performance claims like 'heals 2x faster,' it implies global authority and consumer satisfaction (via the 111 reviews) without providing a single case study or clinical citation. The marketing tone is subdued, yet the site demonstrates no actual technical authority within the medical device space on this primary entry point.

[See how to improve >](#)

## INDUSTRY MATCH & SCORE SUMMARY

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**Medical Devices, Pharma & Biotech Reputation: Hansaplast  
(hansaplast.com)**

**Reputation: 55 / 100**

### INDUSTRY CLASSIFICATION

The brand is correctly identified within the Medical Devices and Pharma sector. The geographic list of consumer markets and the DE address in the schema confirm a global pharmaceutical distribution model.

*"The score of 55 is primarily driven by high Information Density and Commodity Fingerprint penalties. The site's reliance on a navigational template with zero technical substance and the use of unverified social proof flags it as a moderate bullshit risk for users seeking clinical 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://hansaplast.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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