

AI Reputation Analysis and Signal Evaluation - XGEVA (Amgen)

BRAND AI REPUTATION

Medical Devices, Pharma & Biotech
Reputation: XGEVA (Amgen) (xgeva.com)

<https://xgeva.com>

Industry: Medical Devices, Pharma & Biotech



MEDICAL DEVICES, PHARMA & BIOTECH

59.3 Avg Reputation

Based on 784 businesses audited.

REPUTATION LEVEL

HIGHER REPUTATION THAN AVERAGE

XGEVA (Amgen) has 26.7 points more reputation than the average for Medical Devices, Pharma & Biotech.

EXPERT VERDICT

This is a benchmark site for pharmaceutical substance, trading marketing 'magic' for rigorous clinical metrics. It contains almost no bullshit, functioning as a high-fidelity data bridge between the manufacturer and the patient.

[See how to improve >](#)

INFO DENSITY

Power-words vs. Substance ratio.

24

80% Reputation

The information density is exceptionally high for a consumer-facing site. While the H1 'Your bones matter' is a generic emotional hook, the sub-pages deliver granular substance, citing specific trial populations (e.g., '5,723 people who had breast, prostate, and other types of solid tumors') and measurable outcomes like the '18% less likely' risk reduction and '21.4 months vs 15.4 months' efficacy delta. Fluff is almost non-existent in the clinical data sections, which prioritize technical protocols over power words.

SEMANTIC COHERENCE

Homepage promise vs. Sub-page reality.

20

100% Reputation

There is zero semantic drift between the primary signal and the internal substance. The homepage promise of 'Serious Bone Problem Prevention' is met with a deep dive into skeletal-related event (SRE) data and comparative studies against zoledronic acid (ZA). The content remains strictly aligned with the FDA-indicated uses throughout the navigation flow.

TRUST & PROOF

Verifiable evidence vs. Trust Theatre.

18

90% Reputation

DIAGNOSIS: TRUST THEATRE

Trust theatre is absent; the site relies on hard clinical evidence rather than unverified 'stars' or vague testimonials. The review_count and proof_links_count are anchored by outbound links to the Full Prescribing Information and Safety Info PDFs, providing the necessary regulatory proof paths for every medical claim made.

EVIDENCE: PROOF DENSITY

The ratio of evidence to assertion is high, especially on the 'Learn about XGEVA' page. For every claim of superiority, there is a corresponding citation of clinical study duration (27 months), participant count, and percentage-based probability results (18% less likely).

COMMODITY FINGERPRINT

Detection of industry cliches/templates.

10

67% Reputation

The site carries a standard pharmaceutical template fingerprint, particularly in its 'Ready to Start' call-to-action blocks and mandatory 'Important Safety Information' footers. While it uses generic industry phrases like 'staying on track' and 'financial support,' these are exempt from high penalties as they lead to specific, non-fluff resources like the Amgen SupportPlus Co-Pay Program.

IDENTITY & AUTHORITY

Expert verifiability & Schema depth.

14

93% Reputation

DIAGNOSIS: AUTHORITY GAPS

Authority is solidly established through the manufacturer identity (AMGEN) and the inclusion of extensive Drug and MedicalIndication schema. There are no gaps where an expert's name is used without verification; instead, the site deferentially points to the user's oncologist and the American Dental Association (ADA) for specific oral health protocols.

EVIDENCE: PERFORMANCE VS. CLAIMS

There is no disconnect between claims and evidence. Performance claims such as 'prevented serious bone problems 6 months longer than ZA' are immediately supported by study size data (1,597 people) and specific medians (21.4 vs 15.4 months). The marketing tone is secondary to the clinical demonstration.

[See how to improve >](#)

[INDUSTRY MATCH & SCORE SUMMARY](#)

Medical Devices, Pharma & Biotech Reputation: XGEVA (Amgen)
(xgeva.com)

INDUSTRY CLASSIFICATION

The site perfectly matches the Pharma & Biotech industry, utilizing heavy regulation-driven content such as Prescribing Information (PI), specific active ingredients (denosumab), and clinical trial data comparisons.

"The score of 86 is driven primarily by the high information density and absence of semantic drift. Minor points were only accrued for template repetition and the use of standard pharma industry cliches ('Ready to Start', 'Good News')."

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://xgeva.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 20, 2026

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