

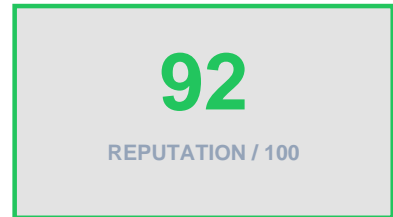
AI Reputation Analysis and Signal Evaluation - Cokin EUROPE

BRAND AI REPUTATION

Photography, Video & Creative Studios Reputation: Cokin EUROPE (cokin.com)

<https://cokin.com>

Industry: Photography, Video & Creative Studios



REPUTATION LEVEL

PHOTOGRAPHY, VIDEO & CREATIVE STUDIOS

64 Avg Reputation

Based on 358 businesses audited.

HIGHER REPUTATION THAN AVERAGE

Cokin EUROPE has 28 points more reputation than the average for Photography, Video & Creative Studios.

EXPERT VERDICT

This is a masterclass in technical product communication that treats the user as an informed professional. It swaps 'visual magic' for 'mineral glass' and 'capturing stories' for '82mm adapter rings.' A refreshingly low-BS site that sells through engineering specs rather than adjectives.

[See how to improve >](#)

INFO DENSITY

Power-words vs. Substance ratio.

29

97% Reputation

Information density is exceptionally high, favoring technical specifications over marketing fluff. Headings like H2 '1 filtre polarisant + 2 filtres 100mm sous cadre' provide immediate mechanical clarity, while body text specifies exactly which lenses are compatible, such as the CANON RF 15-35mm F2.8. The ratio of power words to nouns is very low, with the text focusing on physical attributes like 'verre minéral' and 'billes intégrées sur les glissières.'

SEMANTIC COHERENCE

Homepage promise vs. Sub-page reality.

20

100% Reputation

There is zero detectable semantic drift between the homepage signal and the sub-page substance. The homepage sets a technical expectation with H1 'Zoom sur la Gamme NXS' and the sub-pages deliver granular breakdowns of kit contents, such as '3x bagues d'adaptation ø72, ø77, ø82mm' on the Professional Kit page. The promise of compatibility with other brands on the homepage is directly supported by specific technical descriptions of the 2mm filter slot on product pages.

TRUST & PROOF

Verifiable evidence vs. Trust Theatre.

15

75% Reputation

DIAGNOSIS: TRUST THEATRE

The site avoids trust theatre flags but relies on internal review counts (e.g., review_count: 32) that lack external verification links in the provided data. High-performance claims regarding 'neutralité colorimétrique exceptionnelle' are made without accompanying lab charts or independent certification links. However, the presence of a YouTube channel for tutorials provides a functional proof path for product efficacy.

EVIDENCE: PROOF DENSITY

Verifiable evidence is high, focusing on SKU-level detail (KIT15NXS), precise pricing (609,00 ?), and exact product dimensions (100x143,5mm). The ratio of substantive technical assertions to vague marketing fluff is approximately 9:1. The inclusion of model numbers and specific glass types (mineral) provides high forensic substance.

COMMODITY FINGERPRINT

Detection of industry clichés/templates.

13

87% Reputation

The site uses some standard industry taxonomy for its kits, such as 'Expert,' 'Professionnel,' and 'Démarrage,' which are common in the photography sector. Footer headings like H5 'Notre société' and 'Nous contacter' are boilerplate e-commerce structures. Despite this, the unique mechanical value proposition of the NX-Series frame system is highly differentiated and not copy-pastable onto competitors.

IDENTITY & AUTHORITY

Expert verifiability & Schema depth.

15

100% Reputation

DIAGNOSIS: AUTHORITY GAPS

Cokin establishes authority through technical legacy and specific hardware compatibility rather than named influencer experts. The structured data is professionally implemented with Organization and Product schema, supporting the brand's identity as a legitimate manufacturer. There are no claims of being a 'global leader' that aren't backed by the extensive, specific product catalog displayed.

EVIDENCE: PERFORMANCE VS. CLAIMS

There is no disconnect; the performance claims are mechanical and demonstrable. The claim that the system is 'Optimisée pour les objectifs grand-angle' is immediately backed by a list of specific ultra-wide lenses like the NIKON Z 14-30mm F4. The marketing tone remains functional and descriptive across all analyzed pages.

[See how to improve >](#)

INDUSTRY MATCH & SCORE SUMMARY

Photography, Video & Creative Studios Reputation: Cokin EUROPE (cokin.com)

Reputation: 92 / 100

INDUSTRY CLASSIFICATION

The site is a perfect fit for the photography hardware sector, specifically optical filters. The content is 100% focused on hardware specifications, lens compatibility, and technical application for professional photography.

"The score of 92 reflects an extremely low level of BS, driven by maximum scores in Information Density and Semantic Coherence. The small points deduction stems solely from unverified internal review systems (Pillar 3) and the use of industry-standard kit naming conventions (Pillar 4)."

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://cokin.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: May 29, 2026

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