

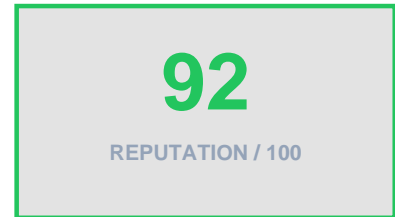
# AI Reputation Analysis and Signal Evaluation - HOYA (Kenko Tokina Co., Ltd.)

## BRAND AI REPUTATION

Photography, Video & Creative Studios  
Reputation: HOYA (Kenko Tokina Co., Ltd.)  
(hoyafilter.com)

<https://hoyafilter.com>

Industry: Photography, Video & Creative Studios



REPUTATION LEVEL

## PHOTOGRAPHY, VIDEO & CREATIVE STUDIOS

**64 Avg Reputation**

Based on 358 businesses audited.

### HIGHER REPUTATION THAN AVERAGE

HOYA (Kenko Tokina Co., Ltd.) has 28 points more reputation than the average for Photography, Video & Creative Studios.

## EXPERT VERDICT

This website is a rare benchmark for low-BS manufacturing marketing. It successfully balances brand prestige with the cold, hard metrics required by professional photographers. It ignores the 'storytelling' fluff of most creative agencies to focus on the optical engineering that makes those stories possible.

[See how to improve >](#)

## INFO DENSITY

Power-words vs. Substance ratio.

**27**

90% Reputation

The information density is exceptionally high, prioritizing technical specifications over marketing fluff. For example, the product descriptions cite specific numbers such as 32 layers of anti-reflective coating and 16 3/5 f-stops of light reduction for the PROND100000. Headings are primarily functional, using product series names like HD nano Mk II or UX II rather than vague power words. Substance is maintained across all pages, with the Fireworks Review page explaining the physics of f-stop adjustments for long exposures.

## SEMANTIC COHERENCE

Homepage promise vs. Sub-page reality.

20

100% Reputation

There is zero semantic drift between the homepage signal and the sub-page evidence. The homepage title 'The Difference is Clear' is immediately supported by the Catalog page listing exactly 104 specific filters. Sub-pages for the Mist Diffuser series and Fireworks photography provide granular use-cases that validate the homepage's positioning as an educational authority. There are no contradictions between the 'Premium' branding and the technical data provided in the specifications.

## TRUST & PROOF

Verifiable evidence vs. Trust Theatre.

19

95% Reputation

### DIAGNOSIS: TRUST THEATRE

Trust theatre is nearly non-existent as the site relies on attributed evidence rather than anonymous praise. The #shotback section features named photographers such as Anton Petrus and Sergey Egorov, providing verifiable camera settings (e.g., 11mm, f/11, 15s, ISO 100). While review counts are displayed (38 on homepage), they are grounded by a specific mention of the TIPA World Awards 2021 for the PROND GRAD series.

### EVIDENCE: PROOF DENSITY

The proof density is high, with a significant ratio of technical data points to marketing assertions. The catalog provides 104 instances of specific product data, and the review pages include images with EXIF-style data to prove filter effectiveness. Vague assertions are rare, usually limited to taglines like 'The World of Invisible Light' for IR filters, which is still technically descriptive of the spectrum.

## COMMODITY FINGERPRINT

Detection of industry cliches/templates.

13

87% Reputation

The site largely avoids the generic traps of the photography industry. While it uses some industry jargon like 'cinematic effect' and 'artistic filter' on the Mist Diffuser landing page, these are tied to specific optical characteristics of the glass. The value proposition is centered on proprietary technology like 'ACCU-ND' and 'ultra-hard nano coating,' which cannot be easily copy-pasted by competitors. Boilerplate sections like 'How filters work' provide genuine educational value rather than generic sales scripts.

## IDENTITY & AUTHORITY

Expert verifiability & Schema depth.

13

87% Reputation

### DIAGNOSIS: AUTHORITY GAPS

The authority is well-established through the Kenko Tokina corporate identity, though there is a minor technical gap regarding structured data. The provided schema\_json is null, which is a missed opportunity to link named ambassadors and photographers to Person schema. However, the technical implementation of the content?such as the breakdown of filter sizes from 37mm to 112mm?confirms the brand's position as a legitimate manufacturer.

### EVIDENCE: PERFORMANCE VS. CLAIMS

There is a strong connection between performance claims and demonstrated proof. The claim of 'Ultra-Hard Anti-scratch Coating' is supported by specific durability test mentions and a breakdown of layering density at the 'nano level.' Unlike competitors that claim 'best quality' without metrics, HOYA defines its quality through f-stop precision and coating layer counts.

[See how to improve >](#)

## INDUSTRY MATCH & SCORE SUMMARY

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**Photography, Video & Creative Studios Reputation: HOYA (Kenko Tokina Co., Ltd.) (hoyafilter.com)**

**Reputation: 92 / 100**

### INDUSTRY CLASSIFICATION

The content perfectly aligns with the photography hardware industry. It provides deep technical specifications for optical filters, including coating layers and light reduction stop counts.

*"The score of 92 reflects an elite level of substance. Minor points were deducted in Information Density for the repetitive use of the 'Premium' adjective and in Commodity Fingerprint for using standard 'cinematic' cliches on the Mist landing page. Identity and Authority received a small penalty due to the absence of structured data in the analyzed crawl."*

### 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://hoyafilter.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 27, 2026

**(c) 1EuroSEO Independent Evaluator - Non-Sponsored Result**