

AI Reputation Analysis and Signal Evaluation - Grafikart d.o.o.

BRAND AI REPUTATION

Printing, Signage & Promotional Products Reputation: Grafikart d.o.o. (grafikart.hr)

https://grafikart.hr

Industry: Printing, Signage & Promotional Products



PRINTING, SIGNAGE & PROMOTIONAL PRODUCTS

58.1 Avg Reputation

Based on 133 businesses audited.

REPUTATION LEVEL

LOWER REPUTATION THAN AVERAGE

Grafikart d.o.o. has 7.1 points less reputation than the average for Printing, Signage & Promotional Products.

EXPERT VERDICT

Grafikart is a legitimate business hiding behind a neglected and poorly maintained digital shell. The high BS score in Commodity Fingerprint is driven by the embarrassing inclusion of 'VIP table' boilerplate in their legal pages. While the EU project data proves they once had a strategy for growth, the current site is a stale commodity placeholder.

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INFO DENSITY

Power-words vs. Substance ratio.

21

70% Reputation

The site exhibits a low concentration of power words but suffers from significant content sparsity. While it mentions Xerox machines for digital printing, the descriptions for Offset printing are purely generic, using phrases like 'best choice' and 'professional look' without technical specs. The body substance ratio is saved only by the detailed EU project pages, though these are severely dated. Overall, the text-to-fluff ratio is low because there is simply very little text provided outside of legal requirements.

SEMANTIC COHERENCE

Homepage promise vs. Sub-page reality.

12

60% Reputation

The homepage H1 is O NAMA (About Us), which is a structural mismatch for a primary landing page intended to sell services. There is a disconnect between the claim of 'modern technology' and the evidence provided, which consists of EU projects that concluded in 2018 and 2020?making the 'modern' claim stale by 6+ years as of 2026. The Shop page exists in the navigation but contains zero products or text, representing a complete failure of promised functionality.

TRUST & PROOF

Verifiable evidence vs. Trust Theatre.

12

60% Reputation

DIAGNOSIS: TRUST THEATRE

The site records a review_count of 2 across multiple pages, yet there is zero evidence of these reviews (proof_links_count = 1 refers only to the EU structural funds link). The trust_theatre_flag is false only because the site doesn't even attempt to simulate a review widget, though it claims 'professionalism' without external validation. The EU project links provide the only authentic proof path, but their age (stale) reduces their current trust value.

EVIDENCE: PROOF DENSITY

The proof density is top-heavy and localized in the EU project pages. These pages provide hard numbers (75,000.00 kn) and specific equipment goals, which is high-substance evidence. However, the rest of the site is an evidence desert, with zero current client testimonials, zero live shop products, and zero technical equipment specifications beyond the brand 'Xerox'.

COMMODITY FINGERPRINT

Detection of industry cliches/templates.

3

20% Reputation

The commodity fingerprint is high due to the Politika Privatnosti page, which is an unedited template containing irrelevant references to 'ulaznicu (ili karte)' (tickets) and 'VIP stolni bon' (VIP table vouchers)?items completely unrelated to a printing business. The value proposition of 'grafi?ki dizajn i tisak' is a total industry cliché that could be applied to any competitor. The use of template fingerprints like 'Portfolio' and 'Usluge' without unique substantiation further reinforces a commodity identity.

IDENTITY & AUTHORITY

Expert verifiability & Schema depth.

3

20% Reputation

DIAGNOSIS: AUTHORITY GAPS

There is a complete absence of Schema JSON-LD, which is a major technical authority gap for a business claiming to improve 'network solutions.' While Sandi Brali? is named as a contact person, there is no Person schema or digital footprint linking the individual to the brand's expertise. The technical implementation is weak, evidenced by the repetitive and logically incorrect use of H1 tags for navigation labels like 'O NAMA'.

EVIDENCE: PERFORMANCE VS. CLAIMS

The site claims to offer 'top quality' and 'precise color reproduction' but provides no gallery of work or case studies to demonstrate this. The portfolio section is merely a list of nouns (Plakati, ?asopisi) without images or project details. The performance claim of being 'modernized' via EU projects is undermined by the fact that those projects are 6-8 years old relative to the current system date.

See how to improve >

INDUSTRY MATCH & SCORE SUMMARY

**Printing, Signage & Promotional Products Reputation: Grafikart d.o.o.
(grafikart.hr)**

Reputation: 51 / 100

INDUSTRY CLASSIFICATION

The site perfectly matches the Printing, Signage & Promotional Products industry, explicitly offering digital and offset printing services. It lists standard print products like brochures, books, and business cards, confirming its alignment with the industry jargon.

"The score of 51 reflects a 'Moderate BS' rating. The score is pulled down (improved) by the highly specific EU funding disclosures, but pushed up (worsened) by technical failures, stale evidence, and the egregious use of unedited legal templates."

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://grafikart.hr> 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 19, 2026

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