

# AI Reputation Analysis and Signal Evaluation - Fotocasa

## BRAND AI REPUTATION

### Real Estate, Property & Lettings Reputation: Fotocasa (www.fotocasa.es)

https://www.fotocasa.es

Industry: Real Estate, Property & Lettings



## REAL ESTATE, PROPERTY & LETTINGS

### 53.5 Avg Reputation

Based on 434 businesses audited.

REPUTATION LEVEL

#### HIGHER REPUTATION THAN AVERAGE

Fotocasa has 15.5 points more reputation than the average for Real Estate, Property & Lettings.

#### EXPERT VERDICT

Fotocasa is a substance-heavy utility that largely avoids the high-BS traps of the real estate industry by letting its massive dataset do the talking. The bullshit detected is confined to standard corporate boilerplate and unverified internal review metrics, which are typical for high-traffic marketplaces. It functions as a data-driven tool rather than a fluff-driven consultancy.

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#### INFO DENSITY

Power-words vs. Substance ratio.

21

70% Reputation

Information density is high due to the massive volume of specific data points, such as the exact counts of properties for sale (470,549) and for rent (44,763). Substance is found in the granular property details, including square footage, heating types, and specific buyer expenses (e.g., the 48,500 Euro estimate for a Marbella purchase). Fluff is primarily limited to navigational H2 headings like 'Lo bueno empieza buscando aquí' and 'Tu búsqueda más completa', which rely on power words without immediate technical context.

## SEMANTIC COHERENCE

Homepage promise vs. Sub-page reality.

17

85% Reputation

Minimal semantic drift exists between the homepage and sub-pages. The homepage promises access to over 1.5 million properties, and sub-pages deliver on this by displaying large, filtered subsets with real-time availability. The value proposition of the insurance page (Seguro de impago) aligns with the broader mission of property management, although the tone shifts from marketplace utility to more aggressive sales language regarding 'scoring digital' tools.

## TRUST & PROOF

Verifiable evidence vs. Trust Theatre.

11

55% Reputation

### DIAGNOSIS: TRUST THEATRE

The site exhibits some trust theatre; while review counts of 17 to 24 are displayed across multiple pages, the `proof_links_count` remains at 1, suggesting reviews may be internally aggregated rather than externally verifiable via third-party platforms. Performance claims like 'Best price guaranteed' on the insurance page lack a direct link to a comparison or audit, though the partnership with Grupo Mutua Propietarios provides significant institutional credibility.

### EVIDENCE: PROOF DENSITY

The ratio of verifiable evidence to assertions is high. For every vague claim of 'completeness,' the site provides a counterweight of hard data: specific prices, room counts, and historical listing dates (e.g., 'Hace 71 días'). The detailed breakdown of buyer costs including ITP tax percentages and notary fees represents a level of proof rarely seen in standard real estate marketing fluff.

## COMMODITY FINGERPRINT

Detection of industry cliches/templates.

7

47% Reputation

The site uses several industry clichés such as 'find your ideal home' and 'expert help', matching patterns in the `generic_claims` dictionary. Boilerplate sections like 'Sobre Fotocasa' and 'Preguntas frecuentes' appear across multiple pages, but they are often populated with high-utility content, reducing the template penalty. The value proposition is similar to other major portals, relying on volume rather than unique methodology.

## IDENTITY & AUTHORITY

Expert verifiability & Schema depth.

13

87% Reputation

### DIAGNOSIS: AUTHORITY GAPS

Authority gaps are narrow due to robust schema implementation, including `RealEstateListing` and `FAQPage`, which provide technical transparency. While 'experts' are mentioned in general terms on the homepage, the search results clearly identify specific third-party professional entities (e.g., NVOGA MARBELLA REALTY), grounding 'expert' claims in real-world agency footprints. There is a minor gap on the insurance page where the proprietary 'scoring digital' system lacks a named technical lead or `Person` schema.

### EVIDENCE: PERFORMANCE VS. CLAIMS

The disconnect is low because the marketing tone is backed by a functional search engine that immediately demonstrates the platform's power. Unlike agencies that claim to be 'local experts' without proof, Fotocasa proves its reach through the H1 listing count on every search page. The only significant disconnect is the 'exclusive' claim for insurance pricing, which is difficult for a user to verify without submitting personal data.

[See how to improve >](#)

## INDUSTRY MATCH & SCORE SUMMARY

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**Real Estate, Property & Lettings Reputation: Fotocasa (www.fotocasa.es)**

**Reputation: 69 / 100**

### INDUSTRY CLASSIFICATION

The website perfectly aligns with the Real Estate and Property industry, functioning as a high-volume marketplace for sales, rentals, and insurance products. The presence of specific listing counts and agency partnerships confirms its status as a leading property portal in the Spanish market.

*"The score of 69 is driven by the Trust and Proof and Commodity Fingerprint pillars. The lack of external proof paths for reviews and the use of industry clichés like 'encuentra tu casa ideal' prevent a 'Minimal BS' rating. However, the extreme information density in the body text and clean technical implementation keep the score significantly lower than industry averages."*

### 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://www.fotocasa.es> 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 16, 2026

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