

AI Reputation Analysis and Signal Evaluation - Landing Agency SL

BRAND AI REPUTATION

Real Estate, Property & Lettings Reputation: Landing Agency SL (www.landingagency.com)

<https://www.landingagency.com>

Industry: Real Estate, Property & Lettings

60

REPUTATION / 100

B

REAL ESTATE, PROPERTY & LETTINGS

53.5 Avg Reputation

Based on 435 businesses audited.

REPUTATION LEVEL

HIGHER REPUTATION THAN AVERAGE

Landing Agency SL has 6.5 points more reputation than the average for Real Estate, Property & Lettings.

EXPERT VERDICT

Landing Agency provides genuine substance through verified case studies and a transparent team roster, proving they aren't a ghost agency. However, their 'SEO expert' positioning is severely undermined by amateur technical errors including null schema and broken heading hierarchies. They are likely effective practitioners whose own website's technical hygiene lags behind their marketing claims.

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INFO DENSITY

Power-words vs. Substance ratio.

19

63% Reputation

The Information Density score is a tale of two layers. The headings are heavily saturated with fluffy aviation-themed power words like 'DESPEGUE EN FIRST-CLASS' and 'tu pasaporte al incremento de ventas' (100% fluff in H1). However, the body text provides high substance, citing specific lead increases (7 to 37 clients) and named case studies (MG Grupo Inmobiliario). The ratio of fluff is high in structural elements but mitigated by technical specifics in the service descriptions.

SEMANTIC COHERENCE

Homepage promise vs. Sub-page reality.

18

90% Reputation

Semantic drift is minimal. The homepage H1/Hero promise of a 'First-class' digital presence for premium real estate is consistently supported by the sub-pages. Both the SEM and SEO service pages provide granular technical breakdowns (A/B testing, Keyword Research, Link Building) that align with the high-end positioning established on the homepage. There is no disconnect between the 'premium' signal and the technical service delivery described.

TRUST & PROOF

Verifiable evidence vs. Trust Theatre.

14

70% Reputation

DIAGNOSIS: TRUST THEATRE

The site displays a high review_count of 58 on the homepage and contact pages, but the proof_links_count is only 1, suggesting that reviews are displayed as text blocks without direct, verifiable third-party links (Trust Theatre). While they name specific individuals like Marc Piferrer (Director General) and Alex Valls (Socio Director), the lack of direct links to external review platforms for the bulk of the 58 reviews is a trust signal gap.

EVIDENCE: PROOF DENSITY

Proof density is relatively high compared to industry peers. Verifiable evidence includes two specific case studies with before-and-after metrics (116 to 224 clicks) and clear naming of the clients' companies and roles. The blog content is also highly current (dated February 2026 against an August 2026 anchor), showing active thought leadership rather than stagnant marketing fluff.

COMMODITY FINGERPRINT

Detection of industry clichés/templates.

7

47% Reputation

The company relies on the aviation metaphor ('Takeoff', 'Check-in', 'Flight') to differentiate a commoditized service. Despite this, they fall into industry clichés such as 'especialistas en hacer crecer empresas inmobiliarias' and 'maximizar tus beneficios'. The 'About Us' template is standard, but the inclusion of specific team names and ESADE credentials helps slightly decouple it from generic competitor copy-pastes.

IDENTITY & AUTHORITY

Expert verifiability & Schema depth.

2

13% Reputation

DIAGNOSIS: AUTHORITY GAPS

This is the weakest pillar. For an agency claiming to be 'SEO Specialists,' the technical implementation is poor. The schema_json is null across all pages, and there is an identity authority gap where experts are named (Pablo Conill, Kadú Cedeño) but lack Person schema or sameAs links to professional footprints. Furthermore, the use of 'Preguntas frecuentes' as the H1 on service pages is a structural SEO error that contradicts their claim of technical excellence.

EVIDENCE: PERFORMANCE VS. CLAIMS

There is a notable disconnect regarding the claim of '90m+ Tráfico generado.' For a boutique agency with 60 completed projects over 4 years, this aggregate figure is extremely high and lacks a defined timeframe or methodology (e.g., is it impressions, clicks, or organic sessions?). While case studies provide specific lead counts, the 90 million figure feels like a 'vanity metric' aimed at appearing larger than the 60-project footprint suggests.

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INDUSTRY MATCH & SCORE SUMMARY

Real Estate, Property & Lettings Reputation: Landing Agency SL
(www.landingagency.com)

Reputation: 60 / 100

INDUSTRY CLASSIFICATION

The company perfectly fits the Real Estate Marketing Agency niche. Its content focus, team descriptions, and case studies (e.g., Corredor Mató, MG Grupo Inmobiliario) are exclusively tailored to real estate professionals.

"The score of 60 is driven primarily by the Identity and Authority pillar (13/15) due to the absence of schema and technical SEO inconsistencies on an agency site that sells SEO. This is balanced by a strong Information Density score in the body text (11/30) and excellent Semantic Coherence (2/20), preventing the site from falling into the High BS category."

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.landingagency.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: August 5, 2026

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