

AI Reputation Analysis and Signal Evaluation - AdGuard

BRAND AI REPUTATION

Security, Surveillance & Cybersecurity Reputation: AdGuard (adguard.com)

https://adguard.com

Industry: Security, Surveillance & Cybersecurity



SECURITY, SURVEILLANCE & CYBERSECURITY

63.5 Avg Reputation

Based on 370 businesses audited.

REPUTATION LEVEL

HIGHER REPUTATION THAN AVERAGE

AdGuard has 12.5 points more reputation than the average for Security, Surveillance & Cybersecurity.

EXPERT VERDICT

AdGuard is a highly substantive, product-led entity that unfortunately leans on unverified internal social proof. Its technical documentation and specific platform versioning are rock-solid, but the lack of third-party audited metrics for its 160-million-user claim creates a minor credibility shadow.

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INFO DENSITY

Power-words vs. Substance ratio.

24

80% Reputation

The site maintains high density with technical specifics like CLI commands (`curl -fsSL...`) and precise version numbers (v7.22, v1.4, v4.12) for every platform. Fluff is restricted to marketing-heavy headings like 'Try AdGuard ? it will exceed your expectations' and the 'Shields up!' hero text, which comprise about 15 percent of the heading hierarchy. The body text provides functional descriptions of 'dual licensing' and 'DNS filtering' rather than generic power words.

SEMANTIC COHERENCE

Homepage promise vs. Sub-page reality.

20

100% Reputation

There is zero detectable semantic drift between the homepage signal and sub-page substance. The homepage H1 promises a safer, ad-free web, and the sub-pages deliver the exact technical mechanisms (Linux CLI, EULA terms, and Temp Mail) required to achieve it. Target audiences remain consistent across pages, transitioning logically from general users on the homepage to developers on the Linux overview.

TRUST & PROOF

Verifiable evidence vs. Trust Theatre.

10

50% Reputation

DIAGNOSIS: TRUST THEATRE

Trust theatre is the primary BS driver, with a trust_theatre_flag triggered by the display of 20,257 reviews across pages without external proof_links_count to third-party verification platforms like Trustpilot or G2. While the AggregateRating schema is present, the lack of outbound links to independent review sources suggests a self-contained feedback loop. The claim of 160 million users is repeated 4 times without an external audit or data source link.

EVIDENCE: PROOF DENSITY

Proof density is high regarding technical capability, citing specific GitHub repositories and installation protocols. Verifiable evidence includes the curl scripts and the dual-licensing legal definitions (GPL v3.0), which provide more substance than the typical 'trusted by enterprises' generic claim found in the industry patterns dictionary.

COMMODITY FINGERPRINT

Detection of industry cliches/templates.

12

80% Reputation

The site avoids most value_prop_cliches, opting for technical positioning. However, it still triggers industry_jargon patterns like 'Safe Web' and 'Privacy protection' which are used as standard anchors across all products. Its uniqueness is preserved by niche offerings like the Android TV firewall and command-line Linux blocker, which differentiate it from generic browser-extension competitors.

IDENTITY & AUTHORITY

Expert verifiability & Schema depth.

10

67% Reputation

DIAGNOSIS: AUTHORITY GAPS

Authority gaps exist in the technical implementation of structured data; while SoftwareApplication schema is robust, there is no Organization or Person schema to verify the 'AdGuard Software Limited' entity or its named CTO, Andrey Meshkov. The expert footprint relies on internal blog posts and news items rather than cross-linked sameAs professional profiles or industry certifications.

EVIDENCE: PERFORMANCE VS. CLAIMS

The marketing tone occasionally slips into hyperbole, such as the 'best adblocker of all time' testimonial, but the site immediately grounds these with functional trial versions and version-locked releases. There is no disconnect between the promise of system-wide blocking and the actual documentation provided for the Linux and Windows versions.

[See how to improve >](#)

INDUSTRY MATCH & SCORE SUMMARY

Security, Surveillance & Cybersecurity Reputation: AdGuard (adguard.com)

Reputation: 76 / 100

INDUSTRY CLASSIFICATION

AdGuard fits the Security and Cybersecurity classification with high precision. Its content focuses on technical implementations of ad-blocking, DNS filtering, and tracker prevention, moving beyond generic marketing to provide platform-specific software solutions.

"The score of 76 indicates Low BS. The points were primarily accrued in the Trust and Proof pillar due to unverified social proof counts and in the Identity pillar due to the absence of Organization-level structured data. Information density is excellent, and semantic coherence is perfect, keeping the overall score well below the industry average."

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://adguard.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: June 21, 2026

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