

AI Reputation Analysis and Signal Evaluation - ElevenLabs

BRAND AI REPUTATION

Software, SaaS & Tech Products Reputation: ElevenLabs (elevenlabs.io)

<https://elevenlabs.io>

Industry: Software, SaaS & Tech Products

82

REPUTATION / 100

B

SOFTWARE, SAAS & TECH PRODUCTS

66.9 Avg Reputation

Based on 1132 businesses audited.

REPUTATION LEVEL

HIGHER REPUTATION THAN AVERAGE

ElevenLabs has 15.1 points more reputation than the average for Software, SaaS & Tech Products.

EXPERT VERDICT

ElevenLabs is a rare example of an AI-centric platform where the substance actually keeps pace with the hype. By anchoring bold performance marketing in proprietary research names and third-party commercial metrics, the site achieves a high level of credibility. The BS score is only slightly elevated by minor trust theatre on sales pages and a few unlinked performance ratings.

[See how to improve >](#)

INFO DENSITY

Power-words vs. Substance ratio.

23

77% Reputation

The site exhibits high information density, balancing power words with specific technical nouns such as Eleven v4, Eleven Flash v2.5, and Scribe v2. While the H1 [H1] Bringing technology to life is a fluff-heavy placeholder, the sub-headings and body text are dense with measurable outcomes like 98% accuracy and 70+ languages. The ratio of marketing language to technical substance is highly favorable, citing specific models for specialized use cases like low-latency conversational agents.

SEMANTIC COHERENCE

Homepage promise vs. Sub-page reality.

18

90% Reputation

There is minimal semantic drift between the homepage signal and sub-page substance. The homepage hero section promises a multi-faceted AI audio platform, and sub-pages like ElevenCreative and ElevenAgents deliver detailed, consistent breakdowns of those specific toolsets. The only minor inconsistency is a slight repetitive overlap in messaging between the homepage and product-specific landing pages, though the target audience remains clearly defined as developers and creators throughout.

TRUST & PROOF

Verifiable evidence vs. Trust Theatre.

15

75% Reputation

DIAGNOSIS: TRUST THEATRE

Minor trust theatre is detected on the Contact Sales page, which displays a 4.5 rating and G2 badges but has a `proof_links_count` of 0 in the forensic data, meaning these badges may lack direct click-through verification. The homepage review count of 21,431 is impressive but lacks a direct link to a third-party aggregator like G2 or TrustRadius within the provided text. However, the presence of specific, high-profile customer logos like NVIDIA and Toyota with accompanying metrics mitigates the impact of these missing verification links.

EVIDENCE: PROOF DENSITY

Proof density is very high across all strategically selected pages. The site provides specific counts (10,000+ voices), language support (70+), and technical accuracy rates (98% ASR) alongside a high ratio of named enterprise clients with published stories. Vague assertions are consistently replaced by technical designations or commercial metrics.

COMMODITY FINGERPRINT

Detection of industry clichés/templates.

11

73% Reputation

The site uses several industry clichés such as all-in-one platform and AI-powered, matching patterns in the provided dictionary. Despite this, the value proposition is highly unique due to the granular focus on specific proprietary research models and low-latency benchmarks that would be difficult for a generic competitor to copy-paste. Boilerplate template language is minimized, with even the FAQ sections containing specific product differentiators.

IDENTITY & AUTHORITY

Expert verifiability & Schema depth.

15

100% Reputation

DIAGNOSIS: AUTHORITY GAPS

Authority is robustly established with zero significant gaps. The `schema_json` includes detailed Organization and Person properties for founders Mati Staniszewski and Piotr Dabkowski, complete with alumni information from Imperial College London and Oxford, and `sameAs` links to LinkedIn and X. This level of transparency provides a verifiable digital footprint that backs the site's expert claims.

EVIDENCE: PERFORMANCE VS. CLAIMS

Unlike most SaaS sites, performance claims are closely tied to verifiable results or technical specifications. Claims of 90% cost reduction for Pocket FM and 25% conversion increases for Toyota are presented as specific case studies rather than vague promises. The technical claim of 75ms latency for the Eleven Flash model provides a clear, measurable benchmark that developers can verify via the provided API documentation.

[See how to improve >](#)

INDUSTRY MATCH & SCORE SUMMARY

Software, SaaS & Tech Products Reputation: ElevenLabs (elevenlabs.io)

Reputation: 82 / 100

INDUSTRY CLASSIFICATION

The website perfectly aligns with the Software, SaaS & Tech Products industry, specifically focusing on AI audio and conversational agents. The presence of extensive API documentation, SDK references, and technical specifications like 75ms latency confirms a deep technical product-led growth model.

"The score of 82 is primarily driven by small penalties in trust theatre (Contact Sales page flag) and industry clichés (commodity fingerprint). The site avoided major penalties in identity and coherence due to exceptional schema implementation and tight alignment between product promises and technical delivery. The high specificity of the body text significantly suppressed the information density penalty."

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://elevenlabs.io> to view the most current version of its content and see directly what this company is about and what it offers.

Verified Analysis Date: October 3, 2026

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