

AI Reputation Analysis and Signal Evaluation - Memcached

BRAND AI REPUTATION

Software, SaaS & Tech Products Reputation: Memcached (memcached.org)

https://memcached.org

Industry: Software, SaaS & Tech Products



REPUTATION LEVEL

SOFTWARE, SAAS & TECH PRODUCTS

66.9 Avg Reputation

Based on 1129 businesses audited.

HIGHER REPUTATION THAN AVERAGE

Memcached has 28.1 points more reputation than the average for Software, SaaS & Tech Products.

EXPERT VERDICT

This site is a masterclass in low-BS technical communication. It ignores marketing conventions in favor of raw utility, treating the visitor as a developer with a specific problem to solve rather than a lead to be nurtured. It is the antithesis of a modern SaaS 'fluff-ship'.

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INFO DENSITY

Power-words vs. Substance ratio.

28

93% Reputation

Information density is exceptionally high, favoring substance over signal. Headings like H2 Quick Example and H3 Cache Results lead directly into functional code snippets rather than marketing fluff. The body text identifies specific technical protocols and use cases, such as alleviating database load and telnet interaction on port 11211, with a nearly 0 percent heading fluff saturation.

SEMANTIC COHERENCE

Homepage promise vs. Sub-page reality.

20

100% Reputation

There is zero detectable semantic drift between the homepage and sub-pages. The homepage H1/Meta title promises a distributed memory object caching system, and the NAV About page delivers a detailed architectural explanation of virtual memory pooling. The technical promise and the documentation-heavy sub-pages are perfectly aligned.

TRUST & PROOF

Verifiable evidence vs. Trust Theatre.

20

100% Reputation

DIAGNOSIS: TRUST THEATRE

No trust theatre is detected. While the `trust_theatre_flag` is triggered by recent blog posts, the site relies on hard proof rather than theatre, such as a transparent contributor list featuring 100+ named individuals and their commit counts. Verification is provided through SHA1 hashes for downloads and live release notes dated May 18, 2026.

EVIDENCE: PROOF DENSITY

The proof density is nearly 1:1 with claims. For every claim of being high-performance or easy to deploy, the site provides a corresponding code example, an installation command, or a performance-related blog post like [How Long Does That Response Take... For Real](#) dated May 22, 2026. The ratio of verifiable evidence to assertions is among the highest possible in the software category.

COMMODITY FINGERPRINT

Detection of industry cliches/templates.

14

93% Reputation

The commodity fingerprint is minimal, appearing only in the phrase `simple yet powerful` on the homepage. The positioning is highly specific to a technical niche rather than a generic all-in-one platform claim. Template language is non-existent, as even the About Us section is replaced with a functional origin story and contributor log.

IDENTITY & AUTHORITY

Expert verifiability & Schema depth.

13

87% Reputation

DIAGNOSIS: AUTHORITY GAPS

The only minor authority gap is the total absence of structured data (`schema_json` is null), which is a technical implementation oversight for a site claiming technical excellence. However, the expert authority is established through the named origin by Brad Fitzpatrick and the current maintenance by `dormando`, both of whom have massive digital footprints in the open-source community.

EVIDENCE: PERFORMANCE VS. CLAIMS

Performance claims are backed by architectural evidence rather than marketing adjectives. The site explains exactly how the system achieves its high-performance status by utilizing a virtual pool of memory to scale web clusters. It demonstrates credibility through its `Supported by Netflix` signal, which functions as a high-authority validation without being a generic logo dump.

[See how to improve >](#)

INDUSTRY MATCH & SCORE SUMMARY

Software, SaaS & Tech Products Reputation: Memcached ([memcached.org](#))

Reputation: 95 / 100

INDUSTRY CLASSIFICATION

The site is an archetypal example of the Software and Tech industry, specifically infrastructure and developer tools. The presence of code snippets, installation commands for Linux distributions, and a deep contributor list confirms a high-fidelity match.

"The score of 95 reflects an elite level of substance. The only points deducted were for the lack of structured data (Identity and Authority) and one minor industry cliché (Commodity Fingerprint). All other pillars scored near zero due to the site's extreme technical specificity."

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://memcached.org> 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 24, 2026

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