

# AI Reputation Analysis and Signal Evaluation - SurveyPlanet

## BRAND AI REPUTATION

### Software, SaaS & Tech Products Reputation: SurveyPlanet (surveyplanet.com)

<https://surveyplanet.com>

Industry: Software, SaaS & Tech Products



REPUTATION LEVEL

## SOFTWARE, SAAS & TECH PRODUCTS

### 66.9 Avg Reputation

Based on 1129 businesses audited.

#### LOWER REPUTATION THAN AVERAGE

SurveyPlanet has 12.9 points less reputation than the average for Software, SaaS & Tech Products.

## EXPERT VERDICT

SurveyPlanet is a functionally transparent SaaS that wins on product clarity but loses on credibility verification. It is a legitimate tool, yet it hides behind 'ghost testimonials' and generic enterprise logos, creating a moderate BS profile that relies more on visual prestige than verifiable data.

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## INFO DENSITY

Power-words vs. Substance ratio.

17

57% Reputation

The site exhibits a moderate information density score of 13/30. While the body text contains high-substance details such as specific export formats (CSV, JSON, PDF) and language support (30+), the heading structure is heavily saturated with marketing fluff such as 'A simple and powerful online survey tool' and 'Make your best survey with Pro.' Concept repetition is high, with the 'unlimited' value proposition and lists of survey categories (Market Research, HR, Education) appearing redundantly across the homepage and sub-pages. However, specific technical specs and clear pricing tiers prevent a higher BS score in this pillar.

## SEMANTIC COHERENCE

Homepage promise vs. Sub-page reality.

19

95% Reputation

There is virtually zero semantic drift across the audited pages. The homepage H1 promises a 'simple and powerful online survey tool' and the sub-pages deliver exactly that through detailed pricing/feature grids and template examples. Unlike many competitors, the pricing page actually supports the 'Free' claim with unlimited questions and responses, maintaining total consistency between the hero promise and the product limits.

## TRUST & PROOF

Verifiable evidence vs. Trust Theatre.

5

25% Reputation

### DIAGNOSIS: TRUST THEATRE

Trust and Proof is the weakest pillar with a score of 15/20. The homepage claims 62 reviews with only one proof link, and the testimonials are displayed as unverified text blocks without external links to G2 or Capterra. Major performance claims, such as 'Over 300,000,000 questions answered,' and logos for enterprise giants like NASA and Amazon are presented without verifying case studies or specific outcome metrics, falling squarely into the category of trust theatre.

### EVIDENCE: PROOF DENSITY

The ratio of proof to assertions is low. Across four pages, there is only one proof link despite dozens of feature claims and corporate logos. Specific data points like the price (\$180/year) and language count (30+) provide some substance, but the '300,000,000 questions' claim remains an unsubstantiated figure in the context of the available evidence.

## COMMODITY FINGERPRINT

Detection of industry clichés/templates.

10

67% Reputation

The site scores 5/15 for commodity fingerprints. It utilizes several industry clichés including 'AI-powered,' 'enterprise-grade,' and 'seamless integration,' but differentiates itself with a clear, aggressive 'unlimited free' value proposition that is not easily copy-pasted by rivals like SurveyMonkey. The template language is present in 'How can you use SurveyPlanet?' blocks, but is partially mitigated by the depth of the templates page.

## IDENTITY & AUTHORITY

Expert verifiability & Schema depth.

3

20% Reputation

### DIAGNOSIS: AUTHORITY GAPS

A significant authority gap exists due to the total absence of structured data (JSON-LD) and verified identity signals. There are no named founders, team bios, or LinkedIn-linked expert profiles to back the claim of being a 'worldwide creator.' This lack of Person or Organization schema in a SaaS product contributes to a score of 12/15 for Identity and Authority.

### EVIDENCE: PERFORMANCE VS. CLAIMS

The site makes bold performance claims, most notably the 300 million questions answered, without providing a live counter or third-party audit. While the marketing tone is generally professional, it relies on static visual icons of Fortune 500 companies to imply an enterprise status that isn't fully supported by the published case study evidence or customer success stories.

[See how to improve >](#)

## INDUSTRY MATCH & SCORE SUMMARY

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**Software, SaaS & Tech Products Reputation: SurveyPlanet  
(surveyplanet.com)**

**Reputation: 54 / 100**

### INDUSTRY CLASSIFICATION

The website perfectly matches the Software, SaaS & Tech Products industry, specifically the online survey tool sub-category. The content focuses entirely on digital data collection features like logic branching, custom themes, and API integration, confirming a high alignment with industry standards.

*"The score of 54 was driven primarily by the lack of technical identity signals (Step 5) and the absence of verifiable proof paths for bold claims (Step 3). The site was saved from a higher score by its excellent semantic coherence and the specificity of its pricing and feature lists."*

### 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://surveyplanet.com> 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 25, 2026

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