

AI Reputation Analysis and Signal Evaluation - Amazing Island

BRAND AI REPUTATION

Travel, Tourism & Booking Platforms Reputation: Amazing Island (amazingisland.pt)

https://amazingisland.pt

Industry: Travel, Tourism & Booking Platforms



TRAVEL, TOURISM & BOOKING PLATFORMS

55 Avg Reputation

Based on 641 businesses audited.

REPUTATION LEVEL

HIGHER REPUTATION THAN AVERAGE

Amazing Island has 12 points more reputation than the average for Travel, Tourism & Booking Platforms.

EXPERT VERDICT

Amazing Island is a high-substance, low-BS utility site that occasionally retreats into AI-style marketing fluff for its travel guides. It provides enough hard data (prices, locations, times) to prove it is a legitimate operation, even if its 'Area de Cliente' is currently a hollow shell.

[See how to improve >](#)

INFO DENSITY

Power-words vs. Substance ratio.

23

77% Reputation

The site exhibits high substance in its operational content, particularly on the Dúvidas e Condições page, which provides granular technical details such as 1600? deposit amounts, 600? insurance franchises, and specific pickup locations at Parque de Estacionamento nº5. While the H1 'Destques' is generic, the body text is filled with specific technical specifications for vehicles (e.g., '5 9 Gasóleo Manual' for the Caravelle). The primary fluff is concentrated in the 'O que visitar' section, which uses power phrases like 'jornada inesquecível' and 'vistas de tirar o fôlego' without adding unique value.

SEMANTIC COHERENCE

Homepage promise vs. Sub-page reality.

17

85% Reputation

There is minimal semantic drift between the homepage signal and the sub-page delivery. The homepage promises car rentals for visiting Sete Cidades, and the internal pages provide the exact contractual mechanisms, pricing for negligence (up to 3000?), and cancellation policies (48H notice) required to fulfill that promise. The only disconnect is the 'Área de Cliente' page, which is currently a dead-end 'Autenticação' placeholder, suggesting a gap between the promised digital experience and the current implementation.

TRUST & PROOF

Verifiable evidence vs. Trust Theatre.

14

70% Reputation

DIAGNOSIS: TRUST THEATRE

The homepage claims 73 reviews but only provides 1 proof link, indicating a moderate level of trust theatre where testimonials are displayed without direct verification paths for the majority of entries. However, the business provides a high degree of physical transparency by listing a specific warehouse address (Rua José das Neves Ferreira Armazém 9) and a direct mobile contact (+351 926 391 062). There is no third-party trust badge (e.g., Trustpilot or TripAdvisor) integrated into the schema, relying instead on self-reported counts.

EVIDENCE: PROOF DENSITY

The proof density is high for a local utility business, with a ratio of approximately 4 specific operational facts (costs, times, locations) for every 1 vague marketing assertion. The 'Dúvidas e Condições' page is particularly dense with evidence, including specific banking transaction refund policies and insurance exclusion lists. The lack of external review links is the only significant proof deficit.

COMMODITY FINGERPRINT

Detection of industry clichés/templates.

6

40% Reputation

The site uses heavy industry clichés in its tourism copy, including 'unforgettable journey,' 'hidden gems,' and 'luxury escape' patterns found in the industry dictionary. The value proposition of a 'modern fleet' and 'free shuttle' is a commodity standard for island car rentals, making the positioning largely indistinguishable from competitors except for the specific detail of the 60-second transfer time. Boilerplate sections like 'FAQ' and 'How it works' are present but contain high-utility custom text rather than filler.

IDENTITY & AUTHORITY

Expert verifiability & Schema depth.

7

47% Reputation

DIAGNOSIS: AUTHORITY GAPS

The authority is purely organizational, with no named experts, founders, or staff members mentioned in the text or structured data. The Schema.org implementation is basic (Organization/WebPage) and lacks sameAs links to social proof or official business registry identifiers. The technical credibility is slightly hampered by missing meta descriptions and an empty customer portal, though the core booking logic remains functional.

EVIDENCE: PERFORMANCE VS. CLAIMS

Most performance claims are related to fleet quality ('new and modern vehicles') which are substantiated by specific model names (Audi Q2, Mercedes CLA). The site avoids extreme 'world-leading' claims, sticking instead to local excellence assertions. The primary disconnect is the lack of visible third-party validation for the 'excellence' they claim to provide in the tourism descriptions.

[See how to improve >](#)

INDUSTRY MATCH & SCORE SUMMARY

**Travel, Tourism & Booking Platforms Reputation: Amazing Island
(amazingisland.pt)**

Reputation: 67 / 100

INDUSTRY CLASSIFICATION

The website perfectly aligns with the Travel and Car Rental industry in the Azores, specifically targeting tourists in Ponta Delgada. The content structure, including vehicle categories (Group A to S) and pickup instructions, confirms its functional role as a destination-specific service provider.

"The score of 67 reflects a 'Low BS' profile, driven primarily by high substance in the terms of service and clear operational instructions. Penalties were mainly applied in the Commodity Fingerprint and Identity pillars due to generic travel copy and a thin technical schema without social linking."

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://amazingisland.pt> 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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