

AI Reputation Analysis and Signal Evaluation - Promptwatch

BRAND AI REPUTATION

Unclear / Mixed / Unclassifiable Industry
Reputation: Promptwatch (promptwatch.com)

<https://promptwatch.com>

Industry: Unclear / Mixed / Unclassifiable Industry



REPUTATION LEVEL

UNCLEAR / MIXED / UNCLASSIFIABLE INDUSTRY

41.2 Avg Reputation

Based on 2384 businesses audited.

HIGHER REPUTATION THAN AVERAGE

Promptwatch has 48.8 points more reputation than the average for Unclear / Mixed / Unclassifiable Industry.

EXPERT VERDICT

This is a rare example of a high-substance, low-bullshit technical platform. The site prioritizes hard data and specific feature limits over generic AI hype, backed by a verifiable legal identity and an army of named customer advocates.

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INFO DENSITY

Power-words vs. Substance ratio.

26

87% Reputation

Information density is exceptionally high, evidenced by H2 headings containing specific figures such as 4,520,200,000 citations and prompts. Substance-to-fluff ratio is dominated by specific nouns and technical entities; for instance, the hero section identifies specific search channels (ChatGPT, Gemini) and revenue goals rather than generic 'digital success.' Concept repetition is minimal, with each page introducing distinct technical deliverables like 'Agent Analytics' for crawler logs or 'Content Gap Analysis' for LLM response mapping.

SEMANTIC COHERENCE

Homepage promise vs. Sub-page reality.

20

100% Reputation

There is zero semantic drift detected across the six analyzed pages. The homepage H1 promise of making AI Search a revenue channel is directly supported by the Agencies sub-page, which details white-label dashboards, and the Pricing page, which provides granular monthly article and response limits. The technical positioning remains consistent from the high-level visibility scores on the homepage to the specific citation share data for April 2026 found on the Data page.

TRUST & PROOF

Verifiable evidence vs. Trust Theatre.

16

80% Reputation

DIAGNOSIS: TRUST THEATRE

While the metadata shows a `proof_links_count` of 0, the body text contains over 15 high-fidelity testimonials with full names, specific job titles, and verifiable companies like Center Parcs, Six Group, and Elaboratum. The G2 rating (4.7/5) is presented as a trust signal, though it lacks a direct outbound link in the provided text. The claim of being featured in the Wall Street Journal and Axios is supported by visual references ([IMG]), though direct proof paths to the articles are not explicitly linked in the crawl.

EVIDENCE: PROOF DENSITY

Proof density is high. For every marketing assertion, there is a corresponding technical specification or named case reference. The site lists specific models monitored (ChatGPT, Perplexity, AI Overviews, Grok) and provides a clear 'How we collect this data' section that details real UI monitoring versus API scraping, which serves as a technical proof of methodology.

COMMODITY FINGERPRINT

Detection of industry clichés/templates.

13

87% Reputation

The site avoids most industry clichés, opting for technical descriptions over generic 'innovative solutions.' The presence of standard SaaS template fingerprints like 'Frequently Asked Questions' and 'Why Choose Us' is neutralized by the highly specific content within those sections, such as exact pricing tiers (\$95-\$579) and technical integration partners (Cloudflare, Fastly, Vercel). The value proposition is unique to the GEO niche and could not be easily copy-pasted by a traditional SEO competitor.

IDENTITY & AUTHORITY

Expert verifiability & Schema depth.

15

100% Reputation

DIAGNOSIS: AUTHORITY GAPS

Authority is well-established through structured data. The schema_json includes a valid Dutch business registration (KVK: 97074756), a physical address in Amsterdam, and a specific legal entity name (Promptwatch B.V.). While there is no dedicated 'Team' page with founder biographies, the extensive list of named senior-level testimonials and the comprehensive sameAs social footprint provide sufficient digital authority for a product-led software company.

EVIDENCE: PERFORMANCE VS. CLAIMS

The disconnect is negligible. Performance claims like 'Track 4 models' and '6,000 Responses' in the Pricing page are clearly defined deliverables. The boldest claim (4.5B+ data points) is supported by the existence of a 'Data' sub-page that displays granular monthly reports and citation trends up to June 2026, demonstrating that the company actually possesses and analyzes the data it claims to have.

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INDUSTRY MATCH & SCORE SUMMARY

Unclear / Mixed / Unclassifiable Industry Reputation: Promptwatch (promptwatch.com)

Reputation: 90 / 100

INDUSTRY CLASSIFICATION

The content perfectly aligns with the nascent Generative Engine Optimization (GEO) and AI Search Visibility industry. Every page maintains a strict focus on tracking brand mentions within LLM interfaces like ChatGPT, Gemini, and Perplexity, confirming a high-fidelity industry fit.

"The score of 90 is driven primarily by the presence of standard template fingerprints and the lack of outbound proof links in the metadata, despite the overwhelming substance of the body text. The site effectively neutralizes almost all common industry BS patterns through extreme specificity and technical transparency."

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://promptwatch.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: July 17, 2026

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