

# AI Reputation Analysis and Signal Evaluation - Anxiety Wave

## BRAND AI REPUTATION

### Wellness, Therapy & Mental Health Reputation: Anxiety Wave (anxietywave.com)

<https://anxietywave.com>

Industry: Wellness, Therapy & Mental Health



REPUTATION LEVEL

## WELLNESS, THERAPY & MENTAL HEALTH

### 53.5 Avg Reputation

Based on 258 businesses audited.

#### HIGHER REPUTATION THAN AVERAGE

Anxiety Wave has 7.5 points more reputation than the average for Wellness, Therapy & Mental Health.

#### EXPERT VERDICT

Anxiety Wave is a high-substance coaching product that presents as a clinical solution. While it provides more structural detail and specific outcome metrics than most wellness sites, it relies heavily on trust theatre and the founder's personal narrative rather than verifiable medical authority.

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#### INFO DENSITY

Power-words vs. Substance ratio.

21

70% Reputation

The site maintains a relatively high density of specific nouns and numbers compared to standard wellness fluff. It cites a '16 week program', a '5-Step Strategy', and specific statistics like '2,154+ people helped' and an '89% completion' rate. However, the H1 'The proven anxiety recovery method' is repeated twice, and power words like 'life-changing' and 'proven' are used without direct citations to clinical peer-reviewed studies.

## SEMANTIC COHERENCE

Homepage promise vs. Sub-page reality.

18

90% Reputation

The signal-substance alignment is strong; the H1 promises a recovery method and the body text delivers the mechanics of that method, specifically acceptance-based strategy and structured exposure. There is a slight drift in the 'As Seen On' H2, which implies media authority that is not explicitly detailed or linked in the text. The homepage positions the service as a 'method' but the sub-sections clarify it is a structured coaching program and community.

## TRUST & PROOF

Verifiable evidence vs. Trust Theatre.

9

45% Reputation

### DIAGNOSIS: TRUST THEATRE

The site displays a high review\_count of 813 with an 'average rating 4.9', yet the proof\_links\_count is only 1. This suggests that while testimonials like Casandra Ryan and Johnny are detailed, they are self-hosted and not verified by an external third-party platform like Trustpilot or Google Reviews. The 'AS SEEN ON' section acts as trust theatre because it lacks the specific names of the publications or links to the featured segments.

### EVIDENCE: PROOF DENSITY

The ratio of specific evidence is moderate; the site avoids being 100% fluff by detailing the 16-week duration and specific symptom sets (Derealization, Social Anxiety). However, it lists 'science' as a foundation without linking to a single white paper or study. The '16 week program' is the most concrete deliverable, but the '5-step strategy' remains a proprietary black box in the text.

## COMMODITY FINGERPRINT

Detection of industry cliches/templates.

10

67% Reputation

The site uses several industry value\_prop\_cliches such as 'get your life back' and 'break the loop.' It successfully differentiates itself from the commodity 'therapy reimagined' trope by explicitly contrasting its method against 'Most Methods' (coping/distraction). However, the template\_fingerprints for 'Frequently Asked Questions' and the footer navigation are standard boilerplate.

## IDENTITY & AUTHORITY

Expert verifiability & Schema depth.

3

20% Reputation

### DIAGNOSIS: AUTHORITY GAPS

There is a significant authority gap regarding clinical qualifications; Jort Kamphuis is presented as the expert, but his authority is based on 'lived experience' (From Panic to Purpose) rather than medical or psychological accreditation. The schema\_json is null, meaning there is no structured Organization or Person data to link Jort to a verifiable professional footprint. The site claims to treat serious conditions like OCD and PTSD while explicitly lacking professional registration numbers in the provided data.

### EVIDENCE: PERFORMANCE VS. CLAIMS

The site makes bold performance claims, such as the '89% completion rate' and 'reclaim your life in months, not years,' without an external audit or data source. While it provides detailed success stories, these are anecdotal and do not constitute clinical proof of the 'proven' claim in the H1. The technical implementation is slightly disconnected from the 'proven method' authority, evidenced by the use of three separate H1 tags on a single page.

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## INDUSTRY MATCH & SCORE SUMMARY

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**Wellness, Therapy & Mental Health Reputation: Anxiety Wave  
(anxietywave.com)**

**Reputation: 61 / 100**

### INDUSTRY CLASSIFICATION

The site aligns with the Mental Health and Wellness industry, specifically targeting anxiety disorders like GAD, Agoraphobia, and OCD. However, it operates in the 'recovery coaching' sub-niche rather than clinical therapy, as evidenced by the lack of professional registration numbers like BACP or HCPC.

*"The score of 61 is driven primarily by Authority Gaps and Trust Theatre. The lack of schema and professional clinical credentials (12 points) and the high self-reported review count without external verification (11 points) prevent the site from achieving a 'Minimal BS' rating, despite having better-than-average information density."*

### 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://anxietywave.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: June 21, 2026

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