Trust Stack Rating Report

Brand: testbrand

Report ID:	61cac7fe-24a5-42ca-80ae-3ca6d62aa1d1
Generated:	2025-11-12T22:51:10.897398
Analysis Period:	Current Run
Data Sources:	brave
Rubric Version:	v2.0-trust-stack

Summary

Average Rating: 50.0/100

Total Content Analyzed: 1

Rating Distribution: 0 Excellent | 0 Good | 1 Fair | 0 Poor

Executive Summary: Average content rating of 50.0/100 indicates fair brand content quality across 1 analyzed items.

Executive Summary

Overall Assessment: Fair

Out of 1 content items analyzed, your brand achieved an average Trust Stack Rating of **50.0/100**, indicating fair content quality that requires attention. Only 0 items (0.0%) achieved excellent ratings, while 0 items (0.0%) demonstrate poor quality. Significant improvements are needed to enhance trust signals and content credibility.

Key Recommendation: To mitigate weak origin tracking and metadata, you should implement structured metadata (schema.org markup), add clear author attribution, and include publication timestamps on all content. This will help move your rating from Fair to Good or Excellent.

Trust Stack Rating Scale

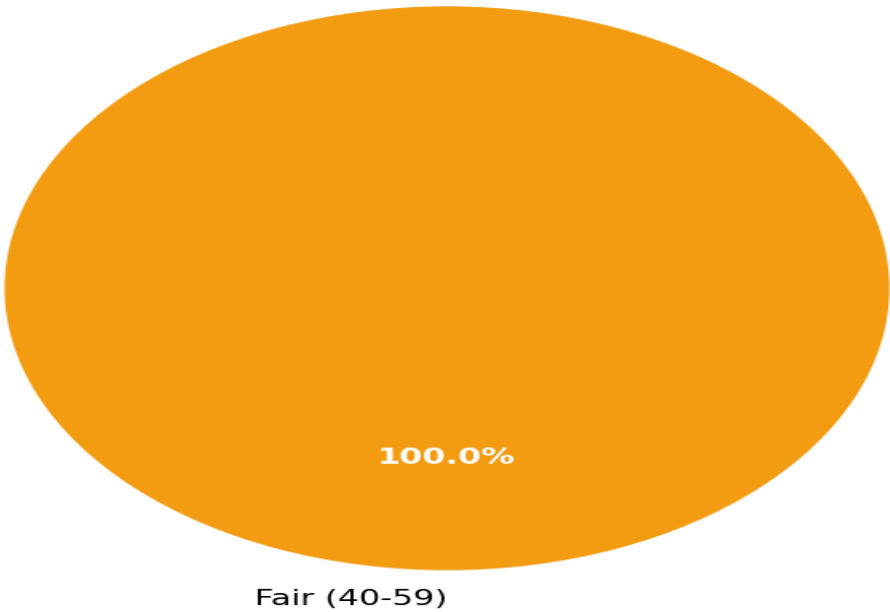| Rating Band	Score Range	Description
■ Excellent	80-100	High-quality, verified content with strong trust signals
■ Good	60-79	Solid content with minor improvements needed
■ Fair	40-59	Moderate quality requiring attention and improvements
■ Poor	0-39	Low-quality content needing immediate review and action

6D Trust Framework Overview

Each content item is evaluated across six trust dimensions using a comprehensive 0-100 scoring rubric. The dimensions measure: **Provenance** (origin and traceability), **Verification** (factual accuracy), **Transparency** (disclosure and clarity), **Coherence** (cross-channel consistency), **Resonance** (audience engagement), and (machine discoverability). The comprehensive rating is calculated as a weighted average across all five dimensions.
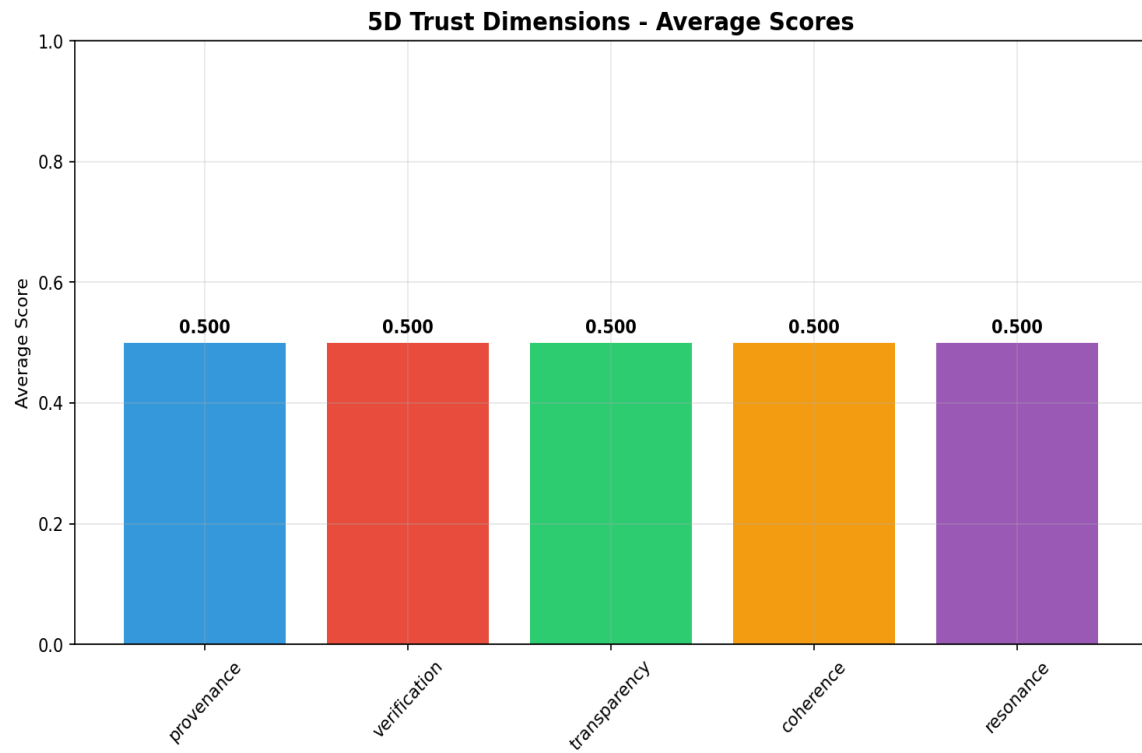
Visual Overview

Rating Distribution

The chart below shows how your 1 content items are distributed across rating bands.

Rating Distribution

100.0%

Fair (40-59)

5D Trust Dimensions Scores

The radar chart below visualizes your brand's performance across all six trust dimensions. Scores closer to the outer edge indicate stronger performance in that dimension.

5D Trust Dimensions - Average Scores

Summary Statistics

Metric	Value
Total Content Items	1
Average Rating	50.0/100
Excellent Items (80+)	0 (0.0%)
Good Items (60-79)	0 (0.0%)
Fair Items (40-59)	1 (100.0%)
Poor Items (0-39)	0 (0.0%)

Dimension Deep Dive

This section analyzes your brand's performance in each trust dimension with specific examples from your content and actionable recommendations for improvement.

■ *Provenance*

Measures the origin, traceability, and metadata integrity of content.

Performance: Moderate | **Average Score:** 50.0/100 | **Range:** 50.0 - 50.0

Recommended Action:
→ Add author attribution and publication timestamps to content that lacks them.

✓ *Verification*

Evaluates factual accuracy and verifiability against trusted databases.

Performance: Moderate | **Average Score:** 50.0/100 | **Range:** 50.0 - 50.0

Recommended Action:
→ Add more citations and references to verifiable external sources.

■ *Transparency*

Assesses disclosure practices, clarity, and attribution.

Performance: Moderate | **Average Score:** 50.0/100 | **Range:** 50.0 - 50.0

Recommended Action:
→ Improve disclosure statements and add clearer attribution for sourced information.

■ *Coherence*

Measures consistency across channels and over time.

Performance: Moderate | **Average Score:** 50.0/100 | **Range:** 50.0 - 50.0

Recommended Action:
→ Review messaging consistency across channels and align visual branding.

■ *Resonance*

Evaluates cultural fit and organic engagement.

Performance: Moderate | **Average Score:** 50.0/100 | **Range:** 50.0 - 50.0

Recommended Action:
→ Reduce overly promotional language and increase authentic engagement.

Appendix: Item-by-Item Diagnostic

This appendix provides a comprehensive listing of all analyzed content items with their scores across all dimensions. Use this detailed breakdown to identify specific content pieces that need improvement or that serve as good examples.

Title	Source	Overall Rating	Prov.	Verif.	Trans.	Coher.	Reson.	AI
Untitled	BRAVE	50.0	0	0	0	0	0	0