Market Authority Score

nexxt.industry

AUTHORITY SCORE

BUILDING FOUNDATIONS
0-25

The company is at an early stage of building market authority. Visibility, audience traction and trust signals are still developing, creating a strong opportunity to establish the foundations for future growth.

GAINING TRACTION
26-50

The company is becoming more visible and starting to build recognition within its market. Audience, search and engagement signals are growing, but authority is not yet consistent across channels.

ESTABILISHED PRESENCE
51-75

The company has built a strong and recognizable presence in its market. Consistent visibility, engagement and trust signals show that it is increasingly seen as a credible industry voice.

MARKET AUTHORITY
76-100

The company has established genuine market authority. Strong visibility, recognition, engagement and trust reinforce its position as a prominent and influential voice within the industry.

CATEGORIES

AUDIENCE & COMMUNITY TRACTION
45%

Measures baseline audience reach, follower expansion momentum, executive leadership authority, and active community interaction.

BRAND PERCEPTION & MARKET INTENT
29%

Evaluates public brand sentiment, overall market positioning, direct website navigation, and high-intent conversion actions.

SEARCH & AI DISCOVERABILITY
20%

Assesses web domain authority, organic search footprint, backlink strength, and brand prominence in generative AI search responses.

TRUST & ECOSYSTEM SIGNALS
6%

Evaluates external brand credibility, official partner registry presence, and traffic retention quality from referral sources