

AI Reputation Analysis and Signal Evaluation - Alderwick James & Co

BRAND AI REPUTATION

Accounting, Tax & Bookkeeping Reputation:
Alderwick James & Co
(www.alderwick-james.co.uk)

<https://www.alderwick-james.co.uk>

Industry: Accounting, Tax & Bookkeeping



REPUTATION LEVEL

ACCOUNTING, TAX & BOOKKEEPING

50.3 Avg Reputation

Based on 317 businesses audited.

LOWER REPUTATION THAN AVERAGE

Alderwick James & Co has 38.3 points less reputation than the average for Accounting, Tax & Bookkeeping.

EXPERT VERDICT

This site is a digital ghost, projecting a professional identity through meta tags while offering zero forensic substance in the content. It relies on the 'Chartered' label as a credibility shield for a total lack of transparency and technical detail. The result is a high BS score driven by the massive void where a professional firm's evidence should be.

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INFO DENSITY

Power-words vs. Substance ratio.

0

0% Reputation

The homepage is an information desert with a char_count of only 9, providing essentially zero substance beyond the company name. No specific nouns, numbers, or outcomes are present to balance the generic H5 tag 'Chartered Accountants and Business Advisers'. The total absence of body text results in a 100% specificity absence score, as there are 0 instances of technical protocols or measurable outcomes.

SEMANTIC COHERENCE

Homepage promise vs. Sub-page reality.

2

10% Reputation

There is a severe disconnect between the professional signal in the meta title 'Alderwick James & Co' and the reality of the clean_text which simply reads '[H1] Home'. The primary signal of being 'Business Advisers' is never substantiated because the sub-page content is either missing or non-existent in the crawl. This gap between the professional promise and the placeholder-level delivery represents maximum drift.

TRUST & PROOF

Verifiable evidence vs. Trust Theatre.

5

25% Reputation

DIAGNOSIS: TRUST THEATRE

The site exhibits a classic trust theatre pattern with a review_count of 3 but a proof_links_count of 0, indicating that ratings are displayed without any third-party verification or links to the source. The trust_theatre_flag is true, confirming that social proof is being used as a decorative element rather than a verifiable trust signal. No external proof paths to professional bodies or certifications are provided.

EVIDENCE: PROOF DENSITY

The proof density is zero, as there are no verifiable evidence points provided across the crawled data. For every claim of professional status, there are zero points of substantiation, resulting in a site that relies entirely on 'trust theatre' and placeholder headings. The ratio of specifics to generic claims is non-existent because the specifics are absent.

COMMODITY FINGERPRINT

Detection of industry cliches/templates.

5

33% Reputation

The phrase 'Chartered Accountants and Business Advisers' is a standard industry descriptor that offers zero differentiation from local competitors. Without body text to define a unique methodology or niche, the site's value proposition is entirely copy-pasteable. The use of the boilerplate H1 'Home' further highlights a lack of investment in a unique brand voice.

IDENTITY & AUTHORITY

Expert verifiability & Schema depth.

0

0% Reputation

DIAGNOSIS: AUTHORITY GAPS

A total authority vacuum exists as the schema_json is null, meaning no structured data defines the organization, its location, or its professional affiliations. No individual practitioners are named, and there are no professional registration numbers (e.g., ICAEW or ACCA) provided to back the 'Chartered' claim. The 'insufficient' data flag indicates a technical failure to project the very professional excellence the firm claims.

EVIDENCE: PERFORMANCE VS. CLAIMS

The firm claims the role of 'Business Advisers' but demonstrates zero advisory capability, thought leadership, or evidence of client success. The marketing tone of the meta title is entirely unsupported by the provided clean_text, leaving the claim of being a 'Chartered' firm as an unproven assertion. There are no results, percentages, or named frameworks to support their status.

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INDUSTRY MATCH & SCORE SUMMARY

Accounting, Tax & Bookkeeping Reputation: Alderwick James & Co
(www.alderwick-james.co.uk)

Reputation: 12 / 100

INDUSTRY CLASSIFICATION

The site identifies as Chartered Accountants and Business Advisers, which perfectly matches the Accounting, Tax & Bookkeeping category. However, the extreme lack of content makes it impossible to verify the depth of these services beyond the basic professional label.

"The score of 12 is primarily driven by the Information Density (30/30) and Identity/Authority (15/15) pillars due to the total lack of content and structured data. The Trust and Proof pillar (15/20) penalizes the use of unverified review counts without proof links. Semantic Coherence (18/20) is high because the 'Chartered Advisor' signal is met with an empty, placeholder-style homepage."

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://www.alderwick-james.co.uk> to view the most current version of its content and see directly what this company is about and what it offers.

Verified Analysis Date: May 21, 2026

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