

AI Reputation Analysis and Signal Evaluation - Bollands (My Accountant Ltd / ABC limited)

BRAND AI REPUTATION

Accounting, Tax & Bookkeeping Reputation: Bollands (My Accountant Ltd / ABC limited) (www.bollands.com)

<http://www.bollands.com>

Industry: Accounting, Tax & Bookkeeping



REPUTATION LEVEL

ACCOUNTING, TAX & BOOKKEEPING

50.3 Avg Reputation

Based on 317 businesses audited.

LOWER REPUTATION THAN AVERAGE

Bollands (My Accountant Ltd / ABC limited) has 22.3 points less reputation than the average for Accounting, Tax & Bookkeeping.

EXPERT VERDICT

Bollands is a low-substance 'template-farm' site that functions as a generic digital brochure. The extreme duplication of text across service pages and the confusion over the brand's actual legal name (Bollands vs. My Accountant Ltd vs. ABC limited) suggest a business that prioritizes SEO placeholders over professional transparency. It provides the bare minimum of information required to exist, backed by zero verifiable authority or specific performance proof.

[See how to improve >](#)

INFO DENSITY

Power-words vs. Substance ratio.

9

30% Reputation

The site suffers from extreme concept repetition; four identical paragraphs regarding Corporation Tax, Self Assessment, Capital Gains, and Personal Tax Planning are copy-pasted across every single service page (Accounting, Tax, Business Advice, MTD, and Tax Investigation). H2 and H3 headings are heavily saturated with power words like 'clear, compliant, and comprehensive' or 'smart tax strategies' without supporting data. While the MTD page provides some specific turnover thresholds (£90,000) and dates (April 2026), the rest of the body text is a high-ratio marketing fluff zone. For instance, the 'Business Advice' page contains zero specific advisory frameworks, instead defaulting to the same tax boilerplate found elsewhere.

SEMANTIC COHERENCE

Homepage promise vs. Sub-page reality.

9

45% Reputation

There is significant identity drift between the homepage and sub-pages; the H1 claims the brand is 'Bollands,' while the H2 immediately welcomes users to 'My Accountant Ltd,' and the footer references '© 2023 ABC limited.' The homepage promises 'Business Advice' as a primary signal, but the corresponding sub-page fails to deliver any unique substance, simply repeating the same tax compliance descriptions found on the 'Tax' page. This suggests the site is a 'shell' where the promised 'expert guidance' and 'actionable strategies' evaporate upon deeper navigation into the specific service silos.

TRUST & PROOF

Verifiable evidence vs. Trust Theatre.

5

25% Reputation

DIAGNOSIS: TRUST THEATRE

The site displays a 'review_count' of 1 or 2 across all pages, yet 'proof_links_count' remains stagnant at 3, referring only to internal links or navigation rather than external verification. The only testimonial provided is attributed to 'SIMON, BOLLANDS CLIENT,' lacking a surname, business name, or link to a third-party platform like Google Reviews or Trustpilot. Claims of being a 'dedicated team... nationwide' are entirely unsubstantiated, with no evidence of office locations or client distribution beyond a single Bromsgrove address.

EVIDENCE: PROOF DENSITY

The ratio of verifiable evidence to assertions is nearly zero; across 6 pages, only one named (first name only) testimonial exists. Technical specifications are limited to HMRC's own MTD thresholds rather than Bollands' proprietary methodologies. The site lacks a single outbound link to a regulatory body, professional indemnity insurance confirmation, or a portfolio of industries served, leaving the 'expert' signal entirely unsupported by substance.

COMMODITY FINGERPRINT

Detection of industry cliches/templates.

2

13% Reputation

The website is a textbook example of a commodity template, explicitly stated in the footer as 'Built by 20:20 Innovation.' It heavily utilizes industry clichés such as 'taking the stress out of tax,' 'focus on your core business,' and 'more than just accountants' (implied by 'guiding your journey'). The 'Why Choose Us' and 'Our Services' sections are standard boilerplate that could be applied to any UK accounting firm without changing a single noun, indicating a lack of unique value proposition.

IDENTITY & AUTHORITY

Expert verifiability & Schema depth.

3

20% Reputation

DIAGNOSIS: AUTHORITY GAPS

There is a total absence of Schema.org structured data (schema_json is null), which is a critical failure for a firm claiming technical competence in 'Making Tax Digital.' No specific team members are named, and no professional credentials (e.g., ACCA, ICAEW, CTA) are listed next to the 'highly experienced staff' claims. While the email address references 'austin.delve,' there is no 'Person' schema or bio to verify this individual's professional standing or authority.

EVIDENCE: PERFORMANCE VS. CLAIMS

The marketing tone promises 'expert services' and 'better decisions,' yet the site demonstrates only reactive compliance filing. Bold claims like 'maximise your exemptions' and 'minimising disruption' are never paired with case studies or specific tax saving percentages. The 'Latest News' section shows recent dates (May 2026), but the copyright date is stale (2023), creating a disconnect between the 'real-time' news feed and the static, template-driven nature of the core service descriptions.

[See how to improve >](#)

INDUSTRY MATCH & SCORE SUMMARY

Accounting, Tax & Bookkeeping Reputation: Bollands (My Accountant Ltd / ABC limited) (www.bollands.com)

Reputation: 28 / 100

INDUSTRY CLASSIFICATION

The site fits the Accounting, Tax & Bookkeeping category, offering standard services like VAT, Payroll, and MTD compliance. However, the presence of three distinct brand names (Bollands, My Accountant Ltd, and ABC limited) creates immediate identity friction.

"The score of 28 is primarily driven by extreme content repetition (Step 1), significant brand identity confusion (Step 2), and a total lack of verifiable credentials or professional schema (Step 5). The site avoids a higher 'Extreme BS' score only because it provides accurate, albeit generic, technical dates and thresholds for MTD compliance."

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 <http://www.bollands.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: May 22, 2026

(c) 1EuroSEO Independent Evaluator - Non-Sponsored Result