

AI Reputation Analysis and Signal Evaluation - McLean Reid

BRAND AI REPUTATION

Accounting, Tax & Bookkeeping Reputation: McLean Reid (www.mcleanreid.co.uk)

http://www.mcleanreid.co.uk

Industry: Accounting, Tax & Bookkeeping



ACCOUNTING, TAX & BOOKKEEPING

50.3 Avg Reputation

Based on 317 businesses audited.

REPUTATION LEVEL

LOWER REPUTATION THAN AVERAGE

McLean Reid has 40.3 points less reputation than the average for Accounting, Tax & Bookkeeping.

EXPERT VERDICT

McLean Reid is currently a digital ghost ship? a placeholder site that has the labels of a professional firm but lacks all the actual substance. With zero character counts on specialized service pages, the site is 90% bullshit by omission, promising expertise that it fails to even describe.

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INFO DENSITY

Power-words vs. Substance ratio.

2

7% Reputation

The site exhibits near-zero information density with a body substance ratio of zero across all audited pages. Every sub-page, from Services for Businesses to Specialist Sectors, contains 0 characters of body text and identical headings (Welcome to McLean Reid Chartered Accountants). There is a total absence of specific nouns, measurable outcomes, or named frameworks, resulting in a 100% fluff-to-substance ratio where the only text provided is a generic greeting.

SEMANTIC COHERENCE

Homepage promise vs. Sub-page reality.

0

0% Reputation

Severe semantic drift is observed between the meta-description and the actual page content. While the meta-description promises a wide range of guides offering tax, financial and business information, the sub-pages deliver absolutely no content. The signal of being an experienced firm is completely unsupported by the substance of the pages, which are essentially empty placeholders that fail to provide any of the promised advisory information.

TRUST & PROOF

Verifiable evidence vs. Trust Theatre.

5

25% Reputation

DIAGNOSIS: TRUST THEATRE

The site shows a review_count of 3 and a proof_links_count of 1 across all pages, yet provides zero textual evidence or third-party links to verify these reviews. The claim of being an experienced Chartered Accountancy firm in the meta-description is an unsubstantiated performance claim as no specific years in business or named professional bodies are mentioned in the text. This creates a trust vacuum where claims exist only in the code, not in the user-facing content.

EVIDENCE: PROOF DENSITY

The proof density is zero. Across 6 pages, there are no verifiable numbers, no named clients, and no external proof paths beyond a single unverified link count. The site relies entirely on vague assertions within the meta-tags rather than providing any evidence of its work or client successes.

COMMODITY FINGERPRINT

Detection of industry cliches/templates.

3

20% Reputation

The value proposition is a pure commodity fingerprint based entirely on geography (Accountants in Aylesford). There are no matches for unique methodologies, only generic template language in the metadata. The entire site structure, with its identical headings and lack of unique body text, could be copy-pasted for any competitor in the same region and still remain equally (in)valid.

IDENTITY & AUTHORITY

Expert verifiability & Schema depth.

0

0% Reputation

DIAGNOSIS: AUTHORITY GAPS

There are total authority gaps as the site has null schema_json and no named partners or qualified professionals listed anywhere in the crawled text. There is no digital footprint for expertise, such as Person schema or sameAs links to professional registrations. The technical implementation is critically flawed, using the same H1 and metadata for all pages, which contradicts the firm's claim of professional competence.

EVIDENCE: PERFORMANCE VS. CLAIMS

The firm makes bold marketing claims in its meta-data about providing expert guidance and informational resources, yet demonstrates zero capability by presenting empty pages. This disconnect between the professional signal (Chartered Accountants) and the technical/content substance is maximal. There are no case studies or results to back up the claim of experience.

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INDUSTRY MATCH & SCORE SUMMARY

Accounting, Tax & Bookkeeping Reputation: McLean Reid

Reputation: 10 / 100

(www.mcleanreid.co.uk)

INDUSTRY CLASSIFICATION

The site content, though extremely sparse, aligns with the Accounting, Tax & Bookkeeping industry. The metadata and headings explicitly mention Chartered Accountants and services for businesses and charities, confirming the intended category.

"The score of 10 is primarily driven by the Information Density and Semantic Coherence pillars, as the site provides no actual text to support its professional claims. The Identity and Authority pillar also scored maximum points for the total absence of structured data and named experts. The site essentially functions as a metadata shell without any verifiable substance."

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.mcleanreid.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 22, 2026

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