

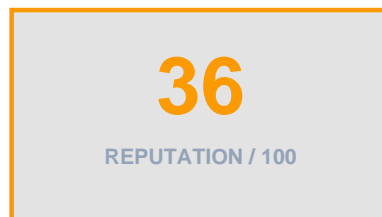
AI Reputation Analysis and Signal Evaluation - RA & DA Thompson Chartered Accountants

BRAND AI REPUTATION

Accounting, Tax & Bookkeeping Reputation: RA & DA Thompson Chartered Accountants (www.ra-da-accountants.co.uk)

<http://www.ra-da-accountants.co.uk>

Industry: Accounting, Tax & Bookkeeping



REPUTATION LEVEL

ACCOUNTING, TAX & BOOKKEEPING

50.3 Avg Reputation

Based on 317 businesses audited.

LOWER REPUTATION THAN AVERAGE

RA & DA Thompson Chartered Accountants has 14.3 points less reputation than the average for Accounting, Tax & Bookkeeping.

EXPERT VERDICT

RA & DA Thompson is a classic example of 'Legacy Trust' attempting to survive in a digital environment with zero proof-of-work. While likely a legitimate local firm, their website is a hollow shell of compliance-ready clichés and faceless claims. The SAP consulting mention feels like a vestigial or poorly integrated service line that doesn't belong on an SME-focused site.

[See how to improve >](#)

INFO DENSITY

Power-words vs. Substance ratio.

16

53% Reputation

The site suffers from a high ratio of generic marketing filler to hard data. While it anchors its credibility on being established for over 60 years, the body text relies heavily on phrases like professional and friendly service and work is of the highest quality without defining what that means. The mention of expert consultants with SAP functional knowledge is a rare specific noun, but it stands in stark contrast to the rest of the vague service descriptions. Most headings, such as H4 What we do and H4 About Us, serve as low-information placeholders rather than descriptive signposts.

SEMANTIC COHERENCE

Homepage promise vs. Sub-page reality.

12

60% Reputation

There is a notable disconnect between the firm's positioning as a local, heart of Leighton Buzzard practice and the claim that their consultants are valued for detailed SAP functional knowledge. SAP consulting is typically an enterprise-level service, which drifts significantly from the primary signals of serving Sole Traders and local Individuals. Furthermore, the homepage promises a proactive approach, but the sub-page content (where accessible via meta data) only describes reactive compliance tasks like filing tax returns before deadlines. The 404 error on the secondary crawled page indicates a technical breakdown that contradicts the claim of providing a professional and high-quality service.

TRUST & PROOF

Verifiable evidence vs. Trust Theatre.

20

100% Reputation

DIAGNOSIS: TRUST THEATRE

The site exhibits classic trust theatre with a `review_count` of 1 and a `proof_links_count` of 0, meaning the single review has no verifiable third-party source. The `trust_theatre_flag` is true because it makes bold claims about being highly valued by clients without providing a single named testimonial or case study. The mention of being regulated by the Institute of Chartered Accountants is a strong signal, yet the site fails to provide a firm registration number or a direct link to the ICAEW directory to verify this status.

EVIDENCE: PROOF DENSITY

The proof density is extremely low, with only the physical address and the 60-year history serving as verifiable facts. There are zero links to external validation, zero named clients, and zero specific tax-saving figures or measurable outcomes. The site contains approximately 3,700 characters of text, yet less than 5% of that content consists of unique, verifiable evidence that couldn't be fabricated by a generic AI copywriter.

COMMODITY FINGERPRINT

Detection of industry cliches/templates.

2

13% Reputation

The value proposition is entirely interchangeable with any local accounting firm in the UK; it could be copy-pasted onto a competitor's site without losing any meaning. The use of template-style headings like Why Choose Us (implied) and Our Services mirrors thousands of other small-practice websites. Matches for `generic_claims` include years of experience and we handle the numbers so you can focus on your business (paraphrased). The site fails to offer a unique methodology or a specific price-value bridge that would differentiate it from the commodity market.

IDENTITY & AUTHORITY

Expert verifiability & Schema depth.

1

7% Reputation

DIAGNOSIS: AUTHORITY GAPS

There is a total absence of named human authority; no partners or qualified accountants are identified by name or credentials. The site lacks all structured data (schema_json is null), meaning it has no digital identity beyond flat HTML, which is a major gap for a firm claiming technical relevance. There is no Person schema or sameAs links to LinkedIn profiles to verify the expertise of the consultants mentioned in the text. This creates a faceless entity that relies solely on the firm's name rather than individual professional standing.

EVIDENCE: PERFORMANCE VS. CLAIMS

The firm claims to provide a proactive service, yet every specific deliverable mentioned is a standard reactive compliance task (VAT, Tax Returns, Payroll). The claim that their work is of the highest quality is unsubstantiated by any internal metrics, error-rate data, or client success stories. Even the assertion of being highly valued for SAP knowledge is presented as a floating statement without any project context or industry-specific application examples.

[See how to improve >](#)

INDUSTRY MATCH & SCORE SUMMARY

Accounting, Tax & Bookkeeping Reputation: RA & DA Thompson Chartered Accountants (www.ra-da-accountants.co.uk)

Reputation: 36 / 100

INDUSTRY CLASSIFICATION

The content perfectly matches the Accounting, Tax & Bookkeeping category, focusing on VAT, payroll, and tax returns. The inclusion of specific UK tax deadlines (31 January) and regulation by the ICAEW confirms the industry alignment.

"The score of 36 is primarily driven by the complete absence of structured data (Identity and Authority) and the lack of verifiable proof links (Trust and Proof). The Information Density score was slightly salvaged by the inclusion of a physical address and a specific claim regarding 60 years of operation, but this was offset by the high volume of commodity clichés and the 404 technical failure on a sub-page."

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.ra-da-accountants.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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