

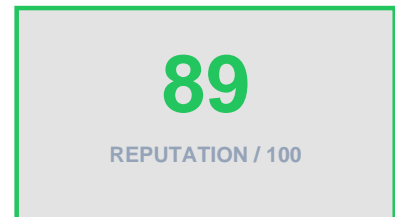
AI Reputation Analysis and Signal Evaluation - Farmers Weekly

BRAND AI REPUTATION

Agriculture & Farming Reputation: Farmers Weekly (www.fwi.co.uk)

https://www.fwi.co.uk

Industry: Agriculture & Farming



REPUTATION LEVEL

AGRICULTURE & FARMING

65.4 Avg Reputation

Based on 197 businesses audited.

HIGHER REPUTATION THAN AVERAGE

Farmers Weekly has 23.6 points more reputation than the average for Agriculture & Farming.

EXPERT VERDICT

A high-integrity technical resource that effectively uses reporting and expert networks to provide value. It is almost entirely devoid of the standard marketing bullshit found in the agri-tech sector, functioning as a legitimate trade authority.

[See how to improve >](#)

INFO DENSITY

Power-words vs. Substance ratio.

27

90% Reputation

Information density is exceptionally high, favoring technical nouns over power words. Headings like 'Adama to unveil new mode of action fungicide and slug pellet' and 'McHale V6 750-II vari-chamber baler' provide specific product and chemical data rather than generic claims. Body text includes highly specific frameworks such as 'SFI 2024 changes' and 'BYDV strategy,' demonstrating a substance-to-fluff ratio that is almost entirely grounded in utility.

SEMANTIC COHERENCE

Homepage promise vs. Sub-page reality.

20

100% Reputation

There is zero detectable semantic drift between the homepage signal and sub-page substance. The homepage promise of 'Farming & Agricultural Industry News' is precisely delivered on the Arable and Business Clinic pages through deep-dive articles and expert Q&A. For example, the 'Farmer Focus' H2 on the homepage maps directly to named case studies like 'Farmer Focus: Cattle return and major cropping changes' on the Arable sub-page.

TRUST & PROOF

Verifiable evidence vs. Trust Theatre.

17

85% Reputation

DIAGNOSIS: TRUST THEATRE

The site shows minimal trust theatre. While review counts of 12-17 are present across pages, the 'proof_links_count' of 1 suggests a lack of external verification for these specific metrics. However, the site compensates by citing named expert firms (Savills, Thrings, Hazlewoods) as the source of their advice, which serves as a more significant B2B trust signal than generic customer reviews.

EVIDENCE: PROOF DENSITY

The ratio of verifiable evidence to assertions is high. The Arable page provides specific crop varieties (OSR varieties to drill in summer 2026) and named event agendas with specific station details (Station 1: Horsch). The presence of specific merchant/co-op pricing data provides hard evidence of the site's role as a functional industry tool.

COMMODITY FINGERPRINT

Detection of industry cliches/templates.

12

80% Reputation

The site uses industry jargon such as 'sustainable agriculture' and 'precision agriculture,' but the Jargon Tie-Breaker applies as these are linked to specific technical deliverables like 'how polycrop is paving way to premium feed market.' The 'Business Clinic' section is highly differentiated, providing specific legal and financial advice that cannot be copy-pasted onto a competitor's site.

IDENTITY & AUTHORITY

Expert verifiability & Schema depth.

13

87% Reputation

DIAGNOSIS: AUTHORITY GAPS

Authority is well-established through named individuals like Johann Tasker, described as having 20+ years of experience. While the schema_json identifies the Organization, it lacks Person schema or sameAs links for the individual experts and journalists cited in the headings. Technical implementation is clean with a logical heading hierarchy that supports the editorial mission.

EVIDENCE: PERFORMANCE VS. CLAIMS

There is virtually no disconnect as the site makes very few unsubstantiated marketing claims. Instead of claiming to be 'the best,' the site demonstrates its position by hosting events like 'Arable Insights Live' and providing real-time data such as 'Spot and forward prices (£/t ex-farm).' The content proves the authority without needing to declare it via fluff.

[See how to improve >](#)

INDUSTRY MATCH & SCORE SUMMARY

Agriculture & Farming Reputation: Farmers Weekly (www.fwi.co.uk)

Reputation: 89 / 100

INDUSTRY CLASSIFICATION

The site is an exact match for the Agriculture & Farming industry, specifically functioning as a B2B trade publication and news portal. The content is saturated with sector-specific news, technical agronomy, and agricultural business management.

"The score of 89 reflects a site that is a benchmark for substance. Minimal points were lost only due to the lack of external verification links for review counts and the minor absence of Person-level structured data for its expert contributors."

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.fwi.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 16, 2026

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