

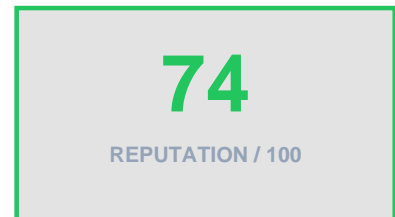
AI Reputation Analysis and Signal Evaluation - Caversham Tiles & Altwood Tiles

BRAND AI REPUTATION

Architecture, Interior Design & Home Improvement Reputation: Caversham Tiles & Altwood Tiles (www.altwoodtiles.co.uk)

<http://www.altwoodtiles.co.uk>

Industry: Architecture, Interior Design & Home Improvement



REPUTATION LEVEL

ARCHITECTURE, INTERIOR DESIGN & HOME IMPROVEMENT

58.6 Avg Reputation

Based on 1018 businesses audited.

HIGHER REPUTATION THAN AVERAGE

Caversham Tiles & Altwood Tiles has 15.4 points more reputation than the average for Architecture, Interior Design & Home Improvement.

EXPERT VERDICT

This is a low-BS, inventory-heavy retail site that prioritizes product availability over marketing sophistry. Its only significant failings are a lack of external proof verification and a slightly broken technical heading hierarchy. It effectively uses data (product counts) to prove its scale rather than relying on design-speak.

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INFO DENSITY

Power-words vs. Substance ratio.

26

87% Reputation

The site exhibits high substance through exact numerical data, such as Artworks Border 353 Products and Metro 78 Products. Heading fluff is nearly non-existent, with H2 tags used for inventory taxonomy rather than marketing power words. The H6 introductory text contains specific geographic markers (Caversham, Reading, Altwood, Maidenhead) and a specific claim of 45 years in business, which provides a high ratio of nouns to adjectives.

SEMANTIC COHERENCE

Homepage promise vs. Sub-page reality.

20

100% Reputation

There is zero detectable semantic drift between the homepage signal and the supporting content. The meta description promises a trusted tile supplier in Berkshire, and the body content immediately supports this with high-volume product counts across specific tile categories like Victorian Floor Tiles (195 products). The blog content (H4 headings) is technically relevant to the core business, discussing grout colors and anti-slip properties, reinforcing the primary brand signal.

TRUST & PROOF

Verifiable evidence vs. Trust Theatre.

7

35% Reputation

DIAGNOSIS: TRUST THEATRE

The site triggers a trust theatre flag because it claims a `review_count` of 38 while providing a `proof_links_count` of 0. There are no outbound links to verified third-party platforms like Trustpilot or Google Reviews to validate the claim of being a go-to tile supplier. While the `foundingDate` of 1980 in the schema adds temporal authority, the absence of a direct proof path for customer testimonials is the primary source of BS in this pillar.

EVIDENCE: PROOF DENSITY

Proof density is split: product substance is extremely high (8+ instances of specific inventory counts), but trust proof is low. The site lacks external validation links or professional accreditation markers (e.g., TTA - The Tile Association). Compared to the volume of vague assertions (minimal), the density of inventory-based evidence is superior to most competitors.

COMMODITY FINGERPRINT

Detection of industry cliches/templates.

11

73% Reputation

The site largely avoids industry-standard clichés like 'bringing your vision to life,' though it uses minor generic phrases such as 'expert advice' and 'leading Italian manufacturers.' The value proposition is localized rather than commoditized, relying on the physical presence of showrooms. However, the Useful info section follows a standard template fingerprint seen across the home improvement industry.

IDENTITY & AUTHORITY

Expert verifiability & Schema depth.

10

67% Reputation

DIAGNOSIS: AUTHORITY GAPS

There is a notable technical authority gap as the homepage lacks an H1 tag, and the primary brand bio is incorrectly nested in an H6 tag. While the `schema_json` is robust, including `numberOfEmployees` and `foundingDate`, it fails to link to specific team members or named experts, leaving the claim of knowledgeable staff as an unverifiable assertion. No `Person` schema or `sameAs` links are present to anchor individual authority.

EVIDENCE: PERFORMANCE VS. CLAIMS

The marketing tone is restrained, with the only significant unsubstantiated performance claim being that staff ensure your project is a success. The site lacks case studies or a named project portfolio to demonstrate this success in practice. Most claims are inventory-based, which are substantiated by the high product counts listed in the headings.

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INDUSTRY MATCH & SCORE SUMMARY

Architecture, Interior Design & Home Improvement Reputation: Caversham Tiles & Altwood Tiles (www.altwoodtiles.co.uk)

Reputation: 74 / 100

INDUSTRY CLASSIFICATION

The site aligns strongly with the Tile Retail and Home Improvement sector, functioning as a product-led catalog for ceramic, porcelain, and natural stone products. It avoids the typical high-concept fluff of design agencies, focusing instead on inventory volume and physical showroom locations in Berkshire.

"The score of 74 is driven primarily by the Trust and Proof pillar (13 points) due to the lack of external verification links. Information density and semantic coherence scored very low (near zero BS) because the site provides specific product volumes and maintains absolute message alignment. The remaining points come from minor technical SEO gaps and the use of template-style blog headers."

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.altwoodtiles.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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