

AI Reputation Analysis and Signal Evaluation - Angela's Attic Wicklow

BRAND AI REPUTATION

Architecture, Interior Design & Home Improvement Reputation: Angela's Attic Wicklow (www.angelasattic.ie)

<https://www.angelasattic.ie>

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

Angela's Attic Wicklow has 9.4 points more reputation than the average for Architecture, Interior Design & Home Improvement.

EXPERT VERDICT

This is a high-substance, low-BS local business that is currently being let down by digital neglect and technical rot. The content is authentic and human, but the lack of schema and stale date markers create a 'ghost ship' effect that diminishes its perceived authority.

[See how to improve >](#)

INFO DENSITY

Power-words vs. Substance ratio.

22

73% Reputation

The site exhibits high substance in its body text, referencing specific names like Marlton Decor, Ashleigh Tobin, and local awards. However, it loses points for temporal staleness; the claim of '9 years experience' and the 'Summer 2021' update are significantly outdated compared to the May 2026 system date. Headings like 'Welcome to Angela's Attic' and 'About us' are standard but lack the aggressive power-word fluff found in corporate BS.

SEMANTIC COHERENCE

Homepage promise vs. Sub-page reality.

17

85% Reputation

The homepage H1 and the 'Our Journey' page are well-aligned, both emphasizing a 'wombling' and upcycling ethos. There is no disconnect between the local shop identity promised and the services delivered, though the 'Our Shop' sub-page is essentially empty, providing a slight signal-substance gap. The messaging remains consistent across the opening hours and gift voucher pages, targeting a local retail audience without shifting into enterprise jargon.

TRUST & PROOF

Verifiable evidence vs. Trust Theatre.

15

75% Reputation

DIAGNOSIS: TRUST THEATRE

Trust is built through 12 specific Facebook testimonials featuring full names such as Sarah Keene and Christina Swan-Doyle, which provides more substance than anonymous reviews. However, the site lacks verified proof links (proof_links_count = 2) for its claim as a 'leading supplier,' and the review_count is low for a business active since 2015. The absence of third-party verification widgets prevents a lower score in this pillar.

EVIDENCE: PROOF DENSITY

Proof density is high relative to the site's size, featuring specific project collaborations (Marlton Decor) and named award recognitions (Wicklow Chamber New Business Award). The testimonials are granular and reference specific products like 'posh nelly frenchic paint.' The main deficit is the lack of a named project portfolio with before/after images, which is a key proof expectation for the upcycling industry.

COMMODITY FINGERPRINT

Detection of industry cliches/templates.

10

67% Reputation

The brand voice is remarkably unique, using terms like 'wombling types' and 'rummaging through junk' which avoids the standard 'bespoke design solutions' jargon. It does fall into minor template patterns on the 'Our Journey' page (started with this... to this) and the generic 'About Us/Contact Us' structure. The value proposition is localized enough that it could not be easily copy-pasted onto a generic competitor.

IDENTITY & AUTHORITY

Expert verifiability & Schema depth.

4

27% Reputation

DIAGNOSIS: AUTHORITY GAPS

The site suffers from a total lack of structured data (schema_json is null), which is a major technical authority gap for a business claiming specialized status. While owners Angela and Gary are named, they lack a digital footprint via Person schema or sameAs links to professional profiles. The technical implementation is weak, with a broken heading hierarchy that skips H2 tags on the homepage, undermining the professional claims.

EVIDENCE: PERFORMANCE VS. CLAIMS

The site makes few bold performance claims other than being a 'leading supplier,' which is somewhat substantiated by the 9-year (now 11-year) tenure. It avoids typical marketing BS like 'guaranteed results' or 'transformative ROI.' The disconnect is primarily temporal; the site claims to be 'still here' as of 2021, leaving a 5-year void in demonstrated activity.

[See how to improve >](#)

INDUSTRY MATCH & SCORE SUMMARY

Architecture, Interior Design & Home Improvement Reputation: Angela's Attic Wicklow (www.angelasattic.ie)

Reputation: 68 / 100

INDUSTRY CLASSIFICATION

The content strongly confirms its role within the Home Improvement and Interior Design sector, specifically focusing on furniture upcycling and retail. It positions itself as a specialized stockist for Frenchic Furniture Paint, aligning perfectly with the category through physical workshop evidence and product expertise.

"The score is primarily driven by technical authority gaps (11/15) and temporal staleness in the information density pillar (8/30). It remains a 'Low BS' site because the core claims are specific, attributed to real people, and devoid of industry jargon clichés."

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.angelasattic.ie> 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 19, 2026

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