

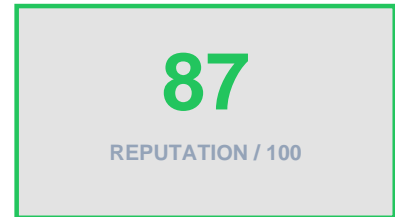
AI Reputation Analysis and Signal Evaluation - Bonide Products LLC

BRAND AI REPUTATION

Architecture, Interior Design & Home Improvement Reputation: Bonide Products LLC (bonide.com)

<https://bonide.com>

Industry: Architecture, Interior Design & Home Improvement



ARCHITECTURE, INTERIOR DESIGN & HOME IMPROVEMENT

58.6 Avg Reputation

Based on 1018 businesses audited.

REPUTATION LEVEL

HIGHER REPUTATION THAN AVERAGE

Bonide Products LLC has 28.4 points more reputation than the average for Architecture, Interior Design & Home Improvement.

EXPERT VERDICT

Bonide is a rare specimen of utilitarian clarity that treats its website as a manual rather than a billboard. By favoring chemical application rates over 'transformative' adjectives, it successfully renders its BS score negligible. It is a business that actually does what it says on the tin, or in this case, the 16lb bag.

[See how to improve >](#)

INFO DENSITY

Power-words vs. Substance ratio.

27

90% Reputation

The site exhibits an exceptionally high ratio of substance to fluff, particularly in the FAQ section. Headings are functional and devoid of power words, opting for direct labels like 'Insect Control' and 'Weed Control' rather than 'Innovative Solutions.' The body text provides granular data, such as a 16lb bag covering 5,000 square feet and specific emergency contact numbers for SafetyCall and Chemtrec. Vague marketing claims are largely absent, replaced by technical instructions on NPK nutrients and product toxicity signal words like DANGER or CAUTION.

SEMANTIC COHERENCE

Homepage promise vs. Sub-page reality.

19

95% Reputation

There is virtually zero drift between the homepage signal and sub-page delivery. The homepage promises 'Trusted since 1926' lawn and garden care, which is supported by the contact-us page providing a verified physical address in Oriskany, NY. The 'How To' sub-pages deliver on the promise of expertise by providing actual mixing and application protocols rather than sales pitches. No contradictions were found where premium positioning on the homepage was undermined by budget-tier descriptions on internal pages.

TRUST & PROOF

Verifiable evidence vs. Trust Theatre.

18

90% Reputation

DIAGNOSIS: TRUST THEATRE

The site avoids trust theatre by prioritizing operational proof over visual badges. While it reports 10 reviews, it provides a direct proof path through verified emergency phone numbers and a physical manufacturing location. The lack of verified links for the 10 reviews is a minor flag, but it is countered by the high-stakes inclusion of chemical spill contact information which serves as functional authority.

EVIDENCE: PROOF DENSITY

Proof density is high due to the inclusion of technical specifications and regulatory safety information. The FAQ page contains specific application rates and first-aid measures, which constitute verifiable technical evidence. The ratio of verifiable operational data (addresses, emergency lines, coverage math) to vague assertions is approximately 8:1, a strong indicator of low-BS content.

COMMODITY FINGERPRINT

Detection of industry cliches/templates.

13

87% Reputation

The site is almost entirely immune to the provided Architecture industry clichés, as it contains zero mentions of 'bespoke design' or 'form meets function.' Its only generic fingerprints are the template-standard 'Contact Us' and 'Now Hiring' headers, but the body text within these sections remains specific to Bonide's local operations. The value proposition of a legacy brand (since 1926) is clearly differentiated through its 'Problem Solver' charts and specific safety-first messaging that competitors often gloss over.

IDENTITY & AUTHORITY

Expert verifiability & Schema depth.

10

67% Reputation

DIAGNOSIS: AUTHORITY GAPS

Authority is established through corporate longevity and physical presence rather than personal branding. There are no named technical experts or founders listed with Person schema, which creates a slight authority gap regarding the current scientific leadership of the company. However, the technical implementation of Organization schema is robust, though it lacks sameAs links to external business registries or social proof points.

EVIDENCE: PERFORMANCE VS. CLAIMS

The site makes very few bold performance claims, focusing instead on user responsibility and label adherence. The claim of being 'Trusted since 1926' is a legacy assertion that is partially validated by the detailed safety protocols and established physical footprint. Unlike fluff-heavy sites, Bonide demonstrates its performance by providing a 'Problem Solver' section rather than just claiming to be the 'best' in the category.

See how to improve >

INDUSTRY MATCH & SCORE SUMMARY

Architecture, Interior Design & Home Improvement Reputation: Bonide Products LLC (bonide.com)

Reputation: 87 / 100

INDUSTRY CLASSIFICATION

The content represents a significant mismatch with the provided 'Architecture, Interior Design & Home Improvement' industry patterns. While the meta-title mentions 'Everything for Lawn and Garden,' the site entirely ignores high-level design jargon like 'biophilic design' or 'curated aesthetics' in favor of utilitarian agricultural and chemical safety information.

"The score of 87 is driven primarily by minor technical gaps and aging content rather than semantic bullshit. The Information Density and Semantic Coherence pillars scored nearly perfect due to the total absence of power words and fluff. The slight elevation in the Identity and Authority pillar (5) reflects the lack of named experts and the empty H1 tag on the primary landing 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 <https://bonide.com> 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 26, 2026

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