

AI Reputation Analysis and Signal Evaluation - Collinson Tiles

BRAND AI REPUTATION

Architecture, Interior Design & Home Improvement Reputation: Collinson Tiles (www.collinsontiles.co.uk)

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

Industry: Architecture, Interior Design & Home Improvement



REPUTATION LEVEL

ARCHITECTURE, INTERIOR DESIGN & HOME IMPROVEMENT

58.6 Avg Reputation

Based on 1018 businesses audited.

LOWER REPUTATION THAN AVERAGE

Collinson Tiles has 58.6 points less reputation than the average for Architecture, Interior Design & Home Improvement.

EXPERT VERDICT

Collinson Tiles is currently a digital ghost with a 100% gap between its brand name and its online substance. The site fails every metric of the BS Detection Analysis by providing zero evidence of its existence, expertise, or value. It is the architectural equivalent of an empty lot with a 'Coming Soon' sign that has been bleached white by the sun.

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INFO DENSITY

Power-words vs. Substance ratio.

0

0% Reputation

The site provides zero characters of text across the entire crawl, resulting in a 100% specificity absence score. There are no H1-H6 headings or body paragraphs to evaluate, meaning the ratio of specific substance to generic text cannot even be calculated because substance is non-existent. This total void of information represents the maximum possible penalty for Information Density.

SEMANTIC COHERENCE

Homepage promise vs. Sub-page reality.

0

0% Reputation

There is a total disconnect between the primary signal (the URL and Brand Name) and the sub-page content, which is entirely missing. The homepage fails to provide an H1 or hero section, making it impossible to align a promise with any delivered substance. This 'Ghost Signal' scenario represents the most severe form of semantic drift where the brand exists in name only.

TRUST & PROOF

Verifiable evidence vs. Trust Theatre.

0

0% Reputation

DIAGNOSIS: TRUST THEATRE

The review_count is 0 and the proof_links_count is 0 across all provided data points. The site fails to provide any external proof paths, case studies, or linked third-party validations. Per the framework, the total absence of a proof path and verifiable evidence results in a maximum penalty of 20 points.

EVIDENCE: PROOF DENSITY

The ratio of verifiable evidence to claims is 0:0. There are zero specific proof points, zero named projects, and zero technical specifications. The lack of any data points makes the site 100% reliant on the user's prior knowledge or assumptions, which is the definition of total BS in this forensic framework.

COMMODITY FINGERPRINT

Detection of industry cliches/templates.

0

0% Reputation

While the site does not contain specific industry jargon, it fails the uniqueness test because it provides no value proposition at all. There is no differentiation from competitors because there is no content to compare. The site is a blank template, representing the ultimate 'Commodity Fingerprint' of an abandoned or uninitialized digital presence.

IDENTITY & AUTHORITY

Expert verifiability & Schema depth.

0

0% Reputation

DIAGNOSIS: AUTHORITY GAPS

There is no schema_json, no meta data, and no named experts provided in the clean_text. The technical credibility gap is at its maximum because the site lacks a basic heading hierarchy or technical SEO implementation. There is no digital footprint for any team members or professional registrations to verify authority.

EVIDENCE: PERFORMANCE VS. CLAIMS

The site makes no claims because it contains no text, yet the existence of the domain itself is a claim of business activity that is not demonstrated. There are no case studies, results, or named clients to back up the implied performance of a tile provider. The marketing tone is silent, leaving only a void of substance.

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INDUSTRY MATCH & SCORE SUMMARY

Architecture, Interior Design & Home Improvement Reputation: Collinson
Tiles (www.collinsontiles.co.uk)

INDUSTRY CLASSIFICATION

The domain name suggests a clear alignment with the Home Improvement and Interior Design category. However, the lack of any crawlable text or metadata prevents the confirmation of specific service offerings or industry expertise.

"The score of 0 is driven by a total failure across all five pillars due to the 'insufficient' data flag. In this framework, a site that provides zero text and zero proof while maintaining a brand presence is classified as 100% Bullshit until evidence is provided. Each pillar was awarded maximum points for the complete absence of required signals."

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.collinsontiles.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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