

AI Reputation Analysis and Signal Evaluation - CTD Tiles

BRAND AI REPUTATION

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

<https://www.ctdtiles.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

CTD Tiles has 22.4 points more reputation than the average for Architecture, Interior Design & Home Improvement.

EXPERT VERDICT

This is a high-substance, low-BS utility site. It functions as a technical catalog rather than a marketing brochure, successfully bridging the gap between product claims and trade-grade specifications.

[See how to improve >](#)

INFO DENSITY

Power-words vs. Substance ratio.

27

90% Reputation

Information density is exceptionally high, favoring technical specifications over marketing fluff. Headings such as 'Sigma Series 4 NEX 4EN Professional Tile Cutter 125cm' and body text referencing 'EN12004 Class C2TE S1' provide immediate, measurable substance. The substance-to-fluff ratio is dominated by hard data, including weights, cutting lengths, and coverage metrics.

SEMANTIC COHERENCE

Homepage promise vs. Sub-page reality.

19

95% Reputation

Zero semantic drift was detected between the homepage 'Signal' and sub-page 'Substance.' The homepage promises product categories (Bathroom, Kitchen, Wall) and trade support, which are delivered through granular product pages and recent, relevant news updates regarding store openings and new brand availability.

TRUST & PROOF

Verifiable evidence vs. Trust Theatre.

20

100% Reputation

DIAGNOSIS: TRUST THEATRE

Minimal trust theatre issues are present. While the review count is a static '9' across multiple pages without direct verification links, this is neutralized by the inclusion of downloadable technical and safety datasheets (PDFs) for products like PREMTOOL SSW. The evidence provided is professional and utility-focused rather than testimonial-heavy.

EVIDENCE: PROOF DENSITY

Proof density is high due to the presence of specific technical datasheets and the recent temporal relevance of store opening news (April 2026). The site provides exact measurements and pricing (INC and EX VAT), which serves as high-integrity evidence for a retail/trade entity.

COMMODITY FINGERPRINT

Detection of industry cliches/templates.

9

60% Reputation

The site avoids most high-level industry clichés like 'holistic design approach' or 'transformative spaces.' It uses functional industry language such as 'high-resistance aluminium alloy' and 'polymer-modified adhesive.' While the template sections like 'Why Choose Us' contain standard retailer language, they are anchored by 50 years of legacy claims.

IDENTITY & AUTHORITY

Expert verifiability & Schema depth.

9

60% Reputation

DIAGNOSIS: AUTHORITY GAPS

There is a slight authority gap regarding the 'expert guidance' claimed on the news pages, as no specific team members or experts are named or linked via Person schema. However, technical credibility is maintained through the accurate use of product codes and industry-standard classifications.

EVIDENCE: PERFORMANCE VS. CLAIMS

Claims regarding product performance, such as 'high bond strength' or '5-Year Sigma Warranty,' are presented alongside specific technical parameters and downloadable documentation. There is no evidence of bold marketing claims that are not immediately qualified by technical specifications.

[See how to improve >](#)

INDUSTRY MATCH & SCORE SUMMARY

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

INDUSTRY CLASSIFICATION

The site is an exact match for the Home Improvement and Interior Design category. The content focuses exclusively on the technical and commercial aspects of tiling and flooring materials.

"The score of 81 is driven by the site's extreme specificity and total lack of semantic drift. It loses points only for minor authority gaps and standard retail template language."

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.ctdtiles.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 21, 2026

(c) 1EuroSEO Independent Evaluator - Non-Sponsored Result