

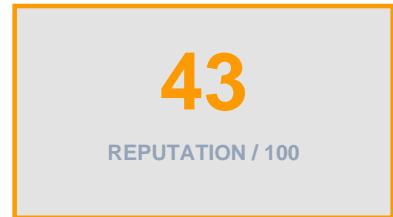
AI Reputation Analysis and Signal Evaluation - Guildford Double Glazing

BRAND AI REPUTATION

Architecture, Interior Design & Home Improvement Reputation: Guildford Double Glazing (guildford-double-glazing.co.uk)

<https://guildford-double-glazing.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

Guildford Double Glazing has 15.6 points less reputation than the average for Architecture, Interior Design & Home Improvement.

EXPERT VERDICT

A technically well-optimized lead-generation facade that successfully replicates the appearance of a local business while withholding every critical piece of verifiable substance. It is high-quality marketing wrapped around an anonymous service provider, leveraging trust theatre to compensate for a total lack of transparent regulatory credentials.

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INFO DENSITY

Power-words vs. Substance ratio.

15

50% Reputation

The site suffers from high CONCEPT REPETITION, particularly the phrase 'Local, Trusted Installers of Double Glazing, Bifold Doors, Warm Roofs & More' which appears as a H2 header on almost every page. While technical specifics like '150 RAL Colours' and 'PAS 24 Compliant' provide some substance, they are drowned out by generic power word pairings such as 'Premium door designs,' 'Expert advice,' and 'Stunning views.' The ratio of marketing fluff to technical specification is roughly 3:1.

SEMANTIC COHERENCE

Homepage promise vs. Sub-page reality.

16

80% Reputation

The primary drift is found in the credibility signals across pages; the aggregate review count in schema drifts from 152 on the homepage to 122 for Bifolds and 86 for Sliding Doors, suggesting these numbers are hardcoded marketing targets rather than live data from a verified source. While the H1 'Double Glazing Guildford' matches the service offered, the homepage promise of 'personal service' is contradicted by the anonymous, templated nature of the sub-pages which contain no personal team information.

TRUST & PROOF

Verifiable evidence vs. Trust Theatre.

3

15% Reputation

DIAGNOSIS: TRUST THEATRE

Trust theatre is the site's most prominent BS pattern, with a trust_theatre_flag of true and a proof_links_count of 0 across all pages. The site claims a 5.0 rating across 152 reviews, yet offers no outbound links to independent verification platforms like Checkatrade, Trustpilot, or Google Reviews. Testimonials from 'James T.' and 'Rebecca M.' are self-hosted and lack the verifiable project details or timestamps required for substance.

EVIDENCE: PROOF DENSITY

The proof density is critically low, relying almost entirely on unverified text-based assertions. For every 10 performance or trust claims made (e.g., 'Fully Guaranteed Work,' 'Top Quality Products'), there are zero outbound links to proof paths or verifiable external evidence. The only specific evidence provided is a list of local postcodes served, which confirms geographic presence but not service quality.

COMMODITY FINGERPRINT

Detection of industry cliches/templates.

2

13% Reputation

The site is a near-perfect example of a COMMODITY FINGERPRINT for the UK glazing industry. Its value proposition ('Local, Trusted, Quality') is entirely interchangeable with any competitor in the GU postcode. It heavily utilizes generic_claims from the pattern dictionary such as 'Quality craftsmanship,' 'Bringing your vision to life,' and 'Exceeding expectations' without unique business-level differentiation.

IDENTITY & AUTHORITY

Expert verifiability & Schema depth.

7

47% Reputation

DIAGNOSIS: AUTHORITY GAPS

There is a significant AUTHORITY GAP regarding regulatory compliance; in the UK glazing industry, FENSA or CERTASS registration is mandatory for most work, yet no registration numbers are provided. Furthermore, despite claims of an 'Experienced' and 'Professional' team, there are zero named individuals or Person schema instances to verify the expertise claimed. The company name itself appears to be a location-keyword SEO construct rather than a distinct corporate entity.

EVIDENCE: PERFORMANCE VS. CLAIMS

The site makes bold claims about performance, such as 'reduce heat loss' and 'lower bills,' yet fails to provide any quantitative case studies or local thermal performance data. The mention of 'A-rated' windows is a industry-standard performance claim that lacks a specific manufacturer link or certification proof on the page. The 24/7 response claim for emergency glazing is present but lacks a direct link to a dispatch protocol or specific service level agreement.

See how to improve >

INDUSTRY MATCH & SCORE SUMMARY

Architecture, Interior Design & Home Improvement Reputation: Guildford

Reputation: 43 / 100

Double Glazing (guildford-double-glazing.co.uk)

INDUSTRY CLASSIFICATION

The content aligns perfectly with the Home Improvement sector, specifically in fenestration. However, it lacks the 'design-led' or 'architectural' depth usually associated with the broader Architecture and Interior Design classification, operating primarily as a retail installation service.

"The score of 43 is driven by a critical lack of external proof (Trust and Proof) and heavy reliance on industry-standard cliches (Commodity Fingerprint). The high Identity and Authority gap is caused by the absence of named experts and mandatory trade registration numbers, while Information Density was penalized for extreme concept repetition across the site structure."

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://guildford-double-glazing.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

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