

AI Reputation Analysis and Signal Evaluation - MyBubblesBathroom

BRAND AI REPUTATION

Architecture, Interior Design & Home Improvement Reputation:
MyBubblesBathroom
(www.mybubblesbathroom.co.uk)

<https://www.mybubblesbathroom.co.uk>

Industry: Architecture, Interior Design & Home Improvement



ARCHITECTURE, INTERIOR DESIGN & HOME IMPROVEMENT

58.6 Avg Reputation

Based on 1018 businesses audited.

REPUTATION LEVEL

LOWER REPUTATION THAN AVERAGE

MyBubblesBathroom has 9.6 points less reputation than the average for Architecture, Interior Design & Home Improvement.

EXPERT VERDICT

MyBubblesBathroom is a legitimate family business struggling with an identity crisis between 'Local Tradesman' and 'Luxury Brand.' While its pricing transparency and company registration are refreshingly honest, its claim of being an 'award-winning luxury destination' while displaying a 'Coming Soon' portfolio and a 'broken' website banner is pure marketing theater. It is a real company hiding behind a thin veil of aspirational hot air.

[See how to improve >](#)

INFO DENSITY

Power-words vs. Substance ratio.

18

60% Reputation

The site exhibits a high contrast between substance and fluff. While the Bathroom Quote page provides specific pricing (fixed packages at 7,500 GBP) and clear timelines (7 to 10 day turnover), the homepage is saturated with power words like 'exquisite', 'lavish', and 'opulent'. The comparison to the 'precision and elegance found in a Rolls-Royce' in H2 tags is a high-fluff analogy that lacks technical substance. However, the Our Story page provides a detailed chronological history with specific milestones and names, which balances the overall density score.

SEMANTIC COHERENCE

Homepage promise vs. Sub-page reality.

10

50% Reputation

There is significant drift between the promise of a luxury gallery and actual delivery. The homepage and navigation promote a Gallery and Case Studies, yet the portfolio page (slot_rank 2) explicitly contains an H2 stating 'Page Coming Soon...', and the Case Studies section is empty. Furthermore, the H1 'YOUR Luxury Destination' is contradicted by the recurring H2 technical warning across all pages: 'Hi, Our Website is still not 100% Finished', which fundamentally undermines the premium positioning promised in the meta titles.

TRUST & PROOF

Verifiable evidence vs. Trust Theatre.

6

30% Reputation

DIAGNOSIS: TRUST THEATRE

Trust theatre is prevalent throughout the site. The homepage claims to be an 'award-winning' company in an H2, but never identifies the specific award, the awarding body, or the year won. While the schema_json reports 53 reviews, the site lacks outbound verification links to Google Maps, Trustpilot, or Checkatrade. Additionally, the site claims to have worked for 'McDonald?s, Subway restaurants, and celebrities' on the flooring page, yet provides zero case studies or photographic proof to back these high-profile commercial claims.

EVIDENCE: PROOF DENSITY

The proof-to-assertion ratio is low. For every specific fact (e.g., founded in 2009, 25% deposit required), there are approximately five vague assertions (e.g., 'transcending the ordinary', 'sophisticated sanctuary'). The most damaging proof absence is the lack of project images on a site specifically selling visual transformations. The 'Bubbles Digital Centre' is marketed as an insights hub but mostly contains location-targeted fluff with April 2024 dates, which are aging evidence as of May 2026.

COMMODITY FINGERPRINT

Detection of industry cliches/templates.

6

40% Reputation

The site heavily utilizes industry cliches found in the pattern dictionary, including 'transforming spaces', 'attention to detail', and 'bringing your vision to life'. The value proposition for the custom design service relies on generic luxury tropes ('British elegance', 'bespoke retreat') that could be applied to any competitor. Boilerplate sections like 'Why Choose Us' and 'Frequently Asked Questions' use standard template language, although the inclusion of a specific 'online configurator' tool adds a minor unique technical fingerprint.

IDENTITY & AUTHORITY

Expert verifiability & Schema depth.

9

60% Reputation

DIAGNOSIS: AUTHORITY GAPS

Authority is partially established through the disclosure of the legal entity 'Bubbles Bathroom & Tiles Limited' and Company number 06834441. The site names the founder, Lee Bullock, and his father Tony, which is a strong anti-BS signal. However, the technical authority is severely damaged by the 'Website is still not 100% Finished' H2 tag appearing on every page including the quote form, suggesting a lack of professional oversight in their digital presence.

EVIDENCE: PERFORMANCE VS. CLAIMS

The site makes bold performance claims, such as 'ensuring a lavish and enduring outcome' and 'crafting the most exquisite luxury bathrooms throughout the UK', without a single completed project gallery to demonstrate these results. The 'Gallery' is essentially a placeholder, meaning the distance between the claim of 'unparalleled craftsmanship' and the proof of that work is at a maximum. The claim of a '7 to 10 Day Turnover' is highly specific but remains unsubstantiated by any dated project logs.

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INDUSTRY MATCH & SCORE SUMMARY

Architecture, Interior Design & Home Improvement Reputation:

Reputation: 49 / 100

MyBubblesBathroom (www.mybubblesbathroom.co.uk)

INDUSTRY CLASSIFICATION

The website perfectly matches the Architecture, Interior Design & Home Improvement category, specifically focusing on bathroom and kitchen installations. The content details specific trade services like wet rooms, en-suites, flooring, and tiling, aligned with UK residential home improvement standards.

"The score of 49 reflects a moderate BS level. The site is penalized heavily in Trust and Proof (14/20) due to the empty gallery and unnamed awards. Information Density (12/30) is relatively low for a trade site because it actually provides specific prices and a timeline, which are high-substance markers. The 'Website not 100% Finished' warnings across all pages significantly dragged down the Identity and Authority and Semantic Coherence pillars."

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.mybubblesbathroom.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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