

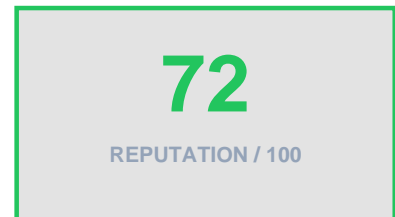
# AI Reputation Analysis and Signal Evaluation - PT Glazing

## BRAND AI REPUTATION

### Architecture, Interior Design & Home Improvement Reputation: PT Glazing (www.ptglazing.co.uk)

http://www.ptglazing.co.uk

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

PT Glazing has 13.4 points more reputation than the average for Architecture, Interior Design & Home Improvement.

#### EXPERT VERDICT

PT Glazing is a rare example of a local service site that uses a generic template but fills it with actual substance. It successfully bypasses the typical industry BS by providing company registration numbers, specific award citations, and technical performance metrics. It is a highly credible, albeit aesthetically unoriginal, specialist installer.

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#### INFO DENSITY

Power-words vs. Substance ratio.

20

67% Reputation

Information density is surprisingly high for the sector, balancing marketing fluff with technical specifics. While headings like STAND OUT WITH OUR WINDOWS and TOP QUALITY DOORS are generic power-word traps, the body text provides concrete specifications such as 42dB noise reduction, BFRC A-rated thermal efficiency, and three-star British standard locking systems. The site avoids the typical vacuum of evidence by citing exact warranty lengths (15 years) and specific material reinforcements like galvanised steel.

## SEMANTIC COHERENCE

Homepage promise vs. Sub-page reality.

18

90% Reputation

There is virtually no semantic drift between the homepage signal and sub-page substance. The H1 claim of being an Award Winning company on the homepage is directly supported on the Windows and Doors sub-pages with citations for the Global Business Awards 2022 and 2023, as well as a 2025 Best Double Glazing Company title. The transition from high-level claims to granular product categories (Casement, Tilt and Turn, Flush Sash) is logical and maintains the specialist persona established at the entry point.

## TRUST & PROOF

Verifiable evidence vs. Trust Theatre.

17

85% Reputation

### DIAGNOSIS: TRUST THEATRE

The site avoids trust theatre by backing its volume of 300+ reviews with substantive customer data and regulatory transparency. The review\_count is consistently high across pages, and the clean\_text includes detailed, non-generic testimonials that mention specific property types (e.g., 1871 stone property) and named staff members (Peter, Daryl, Eddie). Furthermore, the trust\_theatre\_flag is false, and the site provides external proof paths by referencing FENSA and VEKA-IN membership and Companies House registration (SC705978).

### EVIDENCE: PROOF DENSITY

Proof density is high, with a strong ratio of verifiable evidence to assertions. For every three marketing claims, the site provides at least one verifiable proof point, such as a registration number, a specific award year, or a named third-party accreditation. The presence of over 300 reviews across multiple pages, coupled with a specific price range and opening hours in the schema data, suggests a business with significant operational history and transparency.

## COMMODITY FINGERPRINT

Detection of industry clichés/templates.

5

33% Reputation

The site suffers from a high commodity fingerprint due to its reliance on standard industry templates and clichés. Sections like Why Choose Us and See Our Work use boilerplate structures that could easily be transposed onto a competitor's site. Cliché density is notable with the use of terms like bespoke, highest quality, and tailored service, and the GET YOUR 10% SPRING DISCOUNT offer is a highly standardized seasonal conversion tactic that reduces perceived brand uniqueness.

## IDENTITY & AUTHORITY

Expert verifiability & Schema depth.

12

80% Reputation

### DIAGNOSIS: AUTHORITY GAPS

Authority gaps are minimal as the company provides a verifiable physical footprint and corporate identity. The schema\_json includes a valid address at 16 Colvilles Park, East Kilbride, and a specific Companies House number. While the site names fitters and consultants within customer reviews, it lacks a dedicated Team or Expertise page with professional credentials (e.g., individual certifications), relying instead on collective corporate memberships like FENSA to carry the authority weight.

### EVIDENCE: PERFORMANCE VS. CLAIMS

The disconnect between marketing tone and demonstrated results is narrow. Bold performance claims such as reduce external sound by up to 42dB are presented as technical facts rather than vague marketing assertions. Unlike competitors who claim to be leading without proof, PT Glazing anchors its performance claims in insurance-backed guarantees (IBG) and verified energy ratings, though it lacks downloadable technical data sheets to fully bridge the gap for the most skeptical users.

[See how to improve >](#)

## INDUSTRY MATCH & SCORE SUMMARY

Architecture, Interior Design & Home Improvement Reputation: PT Glazing  
([www.ptglazing.co.uk](http://www.ptglazing.co.uk))

Reputation: 72 / 100

### INDUSTRY CLASSIFICATION

The site perfectly aligns with the Home Improvement and Glazing industry. The content focuses exclusively on the supply and installation of windows and doors, utilizing industry-standard terminology and regulatory references common to the UK market.

*"The score of 72 is driven primarily by the Commodity Fingerprint pillar (10/15), as the site relies heavily on a standard industry template and seasonal discount clichés. It scored exceptionally well in Semantic Coherence (2/20) and Trust/Proof (3/20) due to the high degree of alignment between claims and verifiable evidence, such as the SC705978 company registration and specific 42dB noise reduction claims."*

### 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.ptglazing.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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