

# AI Reputation Analysis and Signal Evaluation - Tree Surgeons Bolton

## BRAND AI REPUTATION

### Architecture, Interior Design & Home Improvement Reputation: Tree Surgeons Bolton (treesurgeonsbolton.co.uk)

<https://treesurgeonsbolton.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

Tree Surgeons Bolton has 2.6 points less reputation than the average for Architecture, Interior Design & Home Improvement.

## EXPERT VERDICT

A structurally sound but substantively hollow local service site. It avoids the high-level 'world-class' fluff of enterprise sites but fails the basic 'show your work' test required for professional trade services. It functions more as a digital flyer than a verified business entity.

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## INFO DENSITY

Power-words vs. Substance ratio.

17

57% Reputation

The heading hierarchy is surprisingly substantive, with H3 tags focusing on specific services like Stump Grinding and Hedge Trimming rather than fluff. However, the body substance ratio is low; claims of being fully trained and qualified are not supported by specific NPTC or Lantra certification IDs. Phrases like innovative tools, equipment and machinery and growing list of clients are power-word fillers lacking technical specifications or named entities. The specificity absence is high, as no team names or technical arboricultural standards are cited.

## SEMANTIC COHERENCE

Homepage promise vs. Sub-page reality.

20

100% Reputation

The homepage H1 of Tree Surgeons Bolton is perfectly aligned with its sub-headings and body content. There is zero semantic drift; the site does not promise luxury solutions in the hero and then offer budget packages elsewhere. The H2 Raising Funds for Bolton Hospice provides a consistent local community signal that aligns with the Bolton-focused service area claimed in all H3 tags. The messaging is highly consistent, albeit generic.

## TRUST & PROOF

Verifiable evidence vs. Trust Theatre.

11

55% Reputation

### DIAGNOSIS: TRUST THEATRE

With a review\_count of 0 and a proof\_links\_count of 0, the site is a void of external validation. While it avoids trust theatre by not displaying unverified reviews, it fails to provide any proof paths for its claim of an excellent reputation or ethical work practices. The mention of Before Tree Reduction and After Tree Reduction headings suggests visual proof, but no specific project locations or dates are provided in the structured text to verify these are not stock examples.

### EVIDENCE: PROOF DENSITY

The ratio of verifiable evidence to vague assertions is nearly zero. While the site lists specific services (stump grinding, hedge trimming), it fails to provide a single verifiable proof point such as a license number, a named commercial contract, or a dated project completion. The only substance is the mention of Bolton Hospice, which serves as a localized trust signal but does not prove technical competence.

## COMMODITY FINGERPRINT

Detection of industry cliches/templates.

5

33% Reputation

The value proposition is entirely geographic and descriptive, making it 100% interchangeable with any competitor in the Bolton area. Generic claims like outstanding workmanship, customer care, and site safety are boilerplate industry standards. The template language used in descriptions of domestic and commercial sectors lacks any unique methodology or proprietary process, fitting the profile of a standard local service landing page.

## IDENTITY & AUTHORITY

Expert verifiability & Schema depth.

3

20% Reputation

### DIAGNOSIS: AUTHORITY GAPS

The site suffers from a total absence of structured data (schema\_json is null), which is a major technical credibility gap for a business claiming professional status. There are no named experts or founders provided, meaning there is no digital footprint or Person schema to verify the fully trained claims. The lack of a LocalBusiness schema or sameAs links to professional trade bodies further weakens the authority of the entity.

### EVIDENCE: PERFORMANCE VS. CLAIMS

The site makes bold claims regarding ethical work practices and a faultless service without providing a single case study or testimonial to back it up. The claim of having a varied and growing list of clients is unsubstantiated by any client names or volume metrics. The dedication to site safety is mentioned but not supported by references to specific safety protocols or insurance indemnity details.

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## INDUSTRY MATCH & SCORE SUMMARY

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**Architecture, Interior Design & Home Improvement Reputation: Tree Surgeons Bolton (treesurgeonsbolton.co.uk)**

**Reputation: 56 / 100**

### INDUSTRY CLASSIFICATION

The website describes a Tree Surgery and Arboriculture service, which fits within the broader Home Improvement sector. However, there is a significant mismatch between the site's actual service and the provided Architecture and Interior Design pattern dictionary, making many of the specific design-led jargon checks irrelevant.

*"The score of 56 is driven by a total lack of proof and identity data (Pillars 3 and 5) and a highly generic commodity footprint. The score is prevented from reaching 'Extreme' levels because the site remains semantically coherent and avoids the most egregious forms of 'innovative/disruptive' jargon, sticking to a functional, if unproven, description of services."*

### 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://treesurgeonsbolton.co.uk> to view the most current version of its content and see directly what this company is about and what it offers.

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Verified Analysis Date: May 22, 2026

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