

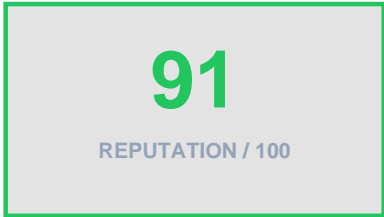
AI Reputation Analysis and Signal Evaluation - STATUS QUO

BRAND AI REPUTATION

Arts, Culture & Entertainment Reputation: STATUS QUO (statusquo.co.uk)

<https://statusquo.co.uk>

Industry: Arts, Culture & Entertainment



REPUTATION LEVEL

ARTS, CULTURE & ENTERTAINMENT

67.5 Avg Reputation

Based on 1884 businesses audited.

HIGHER REPUTATION THAN AVERAGE

STATUS QUO has 23.5 points more reputation than the average for Arts, Culture & Entertainment.

EXPERT VERDICT

This site is an outlier in its refusal to engage in marketing fluff, operating instead as a factual clearinghouse for a legacy brand. It prioritizes dates, prices, and names over industry-standard storytelling, resulting in one of the lowest BS scores possible for a commercial entity.

[See how to improve >](#)

INFO DENSITY

Power-words vs. Substance ratio.

29

97% Reputation

Information density is exceptionally high with almost zero fluff headings. Instead of power words, the site uses specific nouns and dates such as H4 FR 2027 TOUR and H4 NEW ALBUM FROM FRANCIS ROSSI. The body text provides granular details including 31 dates running through May, specific vinyl colors like Vivid Yellow, and exact pricing such as £15.00 + postage. There is no evidence of vacuous industry jargon; the text is functional and data-heavy.

SEMANTIC COHERENCE

Homepage promise vs. Sub-page reality.

19

95% Reputation

There is virtually no semantic drift between the homepage signal and sub-page delivery. The homepage presents the band's visual identity, which is immediately supported by the Records page listing a comprehensive discography from 1968 to 2024 and the Band page detailing specific members. The News page acts as a legitimate log of activity with future-dated events (March 2027), ensuring the content aligns with the brand's primary purpose as a touring and recording artist.

TRUST & PROOF

Verifiable evidence vs. Trust Theatre.

19

95% Reputation

DIAGNOSIS: TRUST THEATRE

The site avoids trust theatre by prioritizing direct proof paths over generic accolades. While the `review_count` is mentioned, it is backed by transactional proof including direct ticket links to AEG Presents and product links to HMV and JPC. There are no claims of being world-class or award-winning without the immediate presence of a commercial link to verify current activity.

EVIDENCE: PROOF DENSITY

The proof density is high, with a significant ratio of verifiable evidence to assertions. Across the News and Records pages, the site provides dozens of specific proof points including archival dates, named producers like Mike Paxman, and track annotations by Andy Gamble. The presence of external links to a fan-run vinyl archive (statusquovinyl.net) further bolsters transparency.

COMMODITY FINGERPRINT

Detection of industry cliches/templates.

13

87% Reputation

The commodity fingerprint is low because the content is entirely centered on the unique identity of the band members (Rossi, Bown, Edwards). Unlike generic entertainment sites, this value proposition cannot be copy-pasted to a competitor as it relies on specific archival data and proprietary tracklists. The template language is minimal, restricted only to basic navigation markers like Read Bio.

IDENTITY & AUTHORITY

Expert verifiability & Schema depth.

11

73% Reputation

DIAGNOSIS: AUTHORITY GAPS

The primary authority gap is technical rather than conceptual. The `schema_json` is a basic `WebSite` type and lacks the more robust `Organization` or `MusicGroup` schema that would typically include `sameAs` links to social profiles or authoritative databases like MusicBrainz. However, the expert claims are self-evident, referencing a 50-year career with a verifiable discography provided on the Records page.

EVIDENCE: PERFORMANCE VS. CLAIMS

There is no disconnect because the site makes zero performance-based marketing claims like redefining entertainment. Instead, it makes logistical claims—such as the release of 'The Accidental' on 30th January 2026—and supports them with tracklists and pre-order links. The tone is informative and archival rather than promotional.

[See how to improve >](#)

INDUSTRY MATCH & SCORE SUMMARY

Arts, Culture & Entertainment Reputation: STATUS QUO (statusquo.co.uk)

Reputation: 91 / 100

INDUSTRY CLASSIFICATION

The site represents a long-standing musical entity and perfectly matches the Arts, Culture & Entertainment category. The content is entirely focused on the band's discography, live performances, and associated merchandise, confirming a high degree of industry relevance.

"The score is driven primarily by the high specificity of the content and the total absence of industry jargon. Small penalties were applied in the Identity and Authority pillar due to a basic technical schema implementation and the lack of an H1 on the homepage. Information density and semantic coherence are nearly perfect, as every claim is tied to a specific date, person, or product."

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://statusquo.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: June 19, 2026

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