

AI Reputation Analysis and Signal Evaluation - Commercial Tire

BRAND AI REPUTATION

Automotive Repair & Car Services Reputation: Commercial Tire (commercialtire.com)

https://commercialtire.com

Industry: Automotive Repair & Car Services



AUTOMOTIVE REPAIR & CAR SERVICES

57.1 Avg Reputation

Based on 313 businesses audited.

REPUTATION LEVEL

HIGHER REPUTATION THAN AVERAGE

Commercial Tire has 8.9 points more reputation than the average for Automotive Repair & Car Services.

EXPERT VERDICT

Commercial Tire is a high-substance regional player with a 'Low BS' profile, held back primarily by technical sloppiness and a lack of modern social proof. It trades on legitimate legacy and employee ownership rather than marketing hot air. The site would be a 'Minimal BS' leader if it populated its empty sub-pages and linked its certifications to verifiable shop data.

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INFO DENSITY

Power-words vs. Substance ratio.

25

83% Reputation

Information density is surprisingly high for the industry, avoiding high-octane fluff in headings like 'world-class' or 'disruptive.' The body text provides historical substance, citing founder Bob Schwenkfelder and a 1968 start date. However, specificity takes a hit on the Locations page, which contains only 14 characters of text, failing to provide the granular data promised by the navigation. The Financing page provides the highest density, with exact APR figures (29.99% and 34.99%) and promotional timeframes.

SEMANTIC COHERENCE

Homepage promise vs. Sub-page reality.

15

75% Reputation

There is minimal drift between the homepage Signal and sub-page Substance. The H1 'Tires for you' is supported by a functional 'Search for Tires' page that lists specific major brands like Michelin and Goodyear. The primary disconnect is technical rather than semantic: the 'Locations' link leads to a page with no actual location data in the crawled text, representing a failure to deliver on a primary navigational promise. Messaging remains consistent regarding their Northwest identity across all pages.

TRUST & PROOF

Verifiable evidence vs. Trust Theatre.

10

50% Reputation

DIAGNOSIS: TRUST THEATRE

The site avoids overt trust theatre flags but displays a suspicious review_count of 7 for an organization claiming 45 locations. This creates a 'Proof Vacuum' where the scale of the business (45 stores) is not supported by a proportional volume of verified customer sentiment. While proof_links_count is 2, they point to social platforms rather than direct service verification or third-party shop ratings. Performance claims like 'skilled technicians' and 'quality service' lack direct links to ASE certification profiles or shop-level performance metrics.

EVIDENCE: PROOF DENSITY

The ratio of evidence to fluff is weighted toward organizational history and financial transparency. Specific proof points include the 45-location count and the mention of four specific states (WA, OR, ID, UT). The proof density for actual automotive work is lower, as there are no case studies, specific fleet vehicle results, or granular service pricing (e.g., 'Oil change starting at \$X'). The presence of specific tire brand names serves as a commodity proof point.

COMMODITY FINGERPRINT

Detection of industry cliches/templates.

8

53% Reputation

The site exhibits a moderate commodity fingerprint through generic claims like 'fair price' and 'quality service.' However, it differentiates itself from the industry_jargon array with the specific 'employee-owned' value proposition, which is rare in the automotive sector. The presence of 'Cookie Consent' as H2 headings across all pages suggests a technical template issue where legal boilerplate is prioritized over content hierarchy. The search functionality for tires is a standard industry template, but the detailed financing breakdown provides more substance than the average competitor.

IDENTITY & AUTHORITY

Expert verifiability & Schema depth.

8

53% Reputation

DIAGNOSIS: AUTHORITY GAPS

Authority is established through the naming of the founder, yet there is a gap in contemporary expertise representation. No current leadership or master technicians are named or connected to Person schema, leaving the 'employee-owned' claim without a human face. While the Organization schema is present and includes a valid telephone (208-888-8800) and sameAs social links, the technical credibility is marred by the empty Locations page and the inclusion of technical cookie metadata in the heading hierarchy.

EVIDENCE: PERFORMANCE VS. CLAIMS

The site claims to use the 'latest tools and equipment' and 'ASE certified' technicians, but provides zero evidence such as equipment brand names (e.g., Hunter alignment racks) or specific shop-level certifications. This is a common industry disconnect where high-level claims of technical excellence are not supported by the 'Full-service workshop' evidence expected in the industry dictionary. The financing claims, conversely, are perfectly substantiated with legalistic precision.

[See how to improve >](#)

INDUSTRY MATCH & SCORE SUMMARY

**Automotive Repair & Car Services Reputation: Commercial Tire
(commercialtire.com)**

Reputation: 66 / 100

INDUSTRY CLASSIFICATION

The site perfectly matches the Automotive Repair & Car Services category. Content focuses specifically on tire sales, ASE-certified mechanical service, and Northwest regional operations.

"The score of 66 is driven by strong substance in financing and history, offset by authority gaps and technical template failures. The Trust and Proof pillar (10/20) is the weakest area due to the low review volume relative to company size. Semantic coherence (5/20) and Information Density (5/30) are strong, reflecting a business that mostly says what it does without excessive industry jargon."

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://commercialtire.com> 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 28, 2026

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