

AI Reputation Analysis and Signal Evaluation - Goodyear

BRAND AI REPUTATION

Automotive Repair & Car Services Reputation: Goodyear (goodyear.com)

https://goodyear.com

Industry: Automotive Repair & Car Services



REPUTATION LEVEL

AUTOMOTIVE REPAIR & CAR SERVICES

57.1 Avg Reputation

Based on 313 businesses audited.

HIGHER REPUTATION THAN AVERAGE

Goodyear has 13.9 points more reputation than the average for Automotive Repair & Car Services.

EXPERT VERDICT

Goodyear exhibits a low BS score for a global retail brand, largely because it avoids the 'cowboy mechanic' cliches of local garages in favor of high-level lifestyle marketing. While the headings are saturated with typical corporate fluff, the underlying substance?product names, specific conditions, and historical longevity?provides enough evidence to confirm it is not a hollow entity. The primary bullshit factor is the reliance on emotive slogans over technical transparency.

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INFO DENSITY

Power-words vs. Substance ratio.

15

50% Reputation

The Information Density score is driven by a high ratio of fluff-to-substance in primary headings. The H1 tags 'MAKE CORNERS. NOT EXCUSES.' and 'FAST IS IN US.' are purely emotional slogans containing zero technical nouns or measurable data. While body text provides some substance, such as the '45 years' longevity claim and specific product names like 'Eagle RS-A,' the H2 hierarchy relies heavily on vacuous phrases like 'BUILT FOR THE BOLD' and 'WELCOME TO THE FAST LANE.' This results in a significant volume of text dedicated to brand posturing rather than technical specifications.

SEMANTIC COHERENCE

Homepage promise vs. Sub-page reality.

17

85% Reputation

Minor semantic drift is detected between the homepage's abstract lifestyle positioning and the sub-page's technical focus. The homepage H1 'MAKE CORNERS. NOT EXCUSES.' provides no signal of what the business actually sells, requiring the user to navigate to the Eagle sub-page to find substance. Once on the sub-page, the messaging aligns well, moving from high-level 'Performance' claims to specific 'all-season traction' and product identifiers like 'Eagle GT II,' showing a logical but slow narrowing of focus.

TRUST & PROOF

Verifiable evidence vs. Trust Theatre.

14

70% Reputation

DIAGNOSIS: TRUST THEATRE

The site avoids high trust theatre by providing verification paths (proof_links_count 1) for its review counts (68 on the homepage and 66 on the brand page). However, there is a lack of external validation for qualitative claims such as being the 'most recognized and beloved' tires in the world. The reliance on internal review counts without diversified third-party badges (e.g., RAC, AA, or specific industry certifications) in the crawled data presents a mild proof gap.

EVIDENCE: PROOF DENSITY

The proof density is moderate, anchored by the specific mention of '45 years' of brand history and distinct product lineages. However, across the 636 characters of clean text on the Eagle page, there is a low frequency of technical data; specific traction conditions (dry, wet, snowy) are mentioned, but no specific testing scores or ISO standards are cited to back the quality claims. The proof-to-fluff ratio is roughly 1:3.

COMMODITY FINGERPRINT

Detection of industry cliches/templates.

10

67% Reputation

The site exhibits a moderate commodity fingerprint, particularly in its use of performance-based value proposition cliches. Phrases like 'Born to Race' and 'premium drive' are industry tropes that could be applied to any competitor like Michelin or Pirelli without modification. The template fingerprint is minimal, though the H2 'Sign up for offers & more' is a standard transactional boilerplate found across the retail sector.

IDENTITY & AUTHORITY

Expert verifiability & Schema depth.

15

100% Reputation

DIAGNOSIS: AUTHORITY GAPS

Authority gaps are non-existent due to robust Organization schema that includes social profile links (sameAs) for Facebook, Twitter, and LinkedIn, along with a verified Customer Service contact point. While the site does not feature named technicians or specific expert bios in the provided data, the brand's 45-year history and clear corporate identity via JSON-LD provide sufficient institutional authority.

EVIDENCE: PERFORMANCE VS. CLAIMS

There is a disconnect between the bold performance claims and the evidence provided. Assertions that Eagle tires are 'beloved ultra-high-performance tires in the world' are presented as objective facts without citing global sales data, market share, or independent laboratory test results. The marketing tone emphasizes 'feeling the road' and 'classic style' over granular performance metrics like stopping distance or wet-grip ratings.

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INDUSTRY MATCH & SCORE SUMMARY

Automotive Repair & Car Services Reputation: Goodyear (goodyear.com)

Reputation: 71 / 100

INDUSTRY CLASSIFICATION

The website perfectly matches the Automotive Repair & Car Services category, specifically focusing on tire retail and performance. The content focuses on high-performance tire specifications, traction, and durability, which are central to automotive service and safety standards.

"The score of 71 is primarily composed of Information Density penalties (15 points) due to the high saturation of power-word slogans in H1 and H2 tags. The Trust and Proof pillar (6 points) and Commodity Fingerprint (5 points) contributed minorly due to generic performance claims and industry-standard marketing tropes. The site achieved a perfect score in Identity and Authority (0 points) due to high-quality schema implementation."

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://goodyear.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 30, 2026

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