

# AI Reputation Analysis and Signal Evaluation - Aromara

## BRAND AI REPUTATION

### Beauty, Cosmetics & Personal Care Reputation: Aromara (aromara.co.uk)

https://aromara.co.uk

Industry: Beauty, Cosmetics & Personal Care



## BEAUTY, COSMETICS & PERSONAL CARE

### 54.6 Avg Reputation

Based on 1453 businesses audited.

REPUTATION LEVEL

#### HIGHER REPUTATION THAN AVERAGE

Aromara has 5.4 points more reputation than the average for Beauty, Cosmetics & Personal Care.

#### EXPERT VERDICT

Aromara is a rare example of a 'High Substance, No Proof' website. It avoids typical marketing fluff by providing hard specs (35%, 7h, £5), but technically operates in a vacuum with broken schema and unverified reviews. It is a professionally built product-led site that currently lacks the external trust graph to back its aggressive superlatives.

[See how to improve >](#)

#### INFO DENSITY

Power-words vs. Substance ratio.

24

80% Reputation

The site exhibits high information density with a low fluff-to-substance ratio. Headings like '35% Extrait, lasts 7+ hours' provide specific technical specifications rather than generic power words. Body text contains measurable claims including a '60-day refund' and specific starting prices of 'From £5'. Substance is maintained through product-specific ingredient lists such as 'rose, saffron, oud, amber, benzoin' for the Nomade product.

## SEMANTIC COHERENCE

Homepage promise vs. Sub-page reality.

20

100% Reputation

There is zero semantic drift between the homepage and collection pages. The homepage H1 promises the 'UK's strongest designer fragrance dupes' and the sub-pages for Men, Women, and Unisex deliver products that repeat the 35% concentration and 7+ hour wear claim. Messaging is consistent across all four crawled URLs, targeting the same value-conscious consumer without shifting target audiences or pricing models.

## TRUST & PROOF

Verifiable evidence vs. Trust Theatre.

3

15% Reputation

### DIAGNOSIS: TRUST THEATRE

The site heavily relies on trust theatre, indicated by a `trust_theatre_flag` of true across all pages. While it claims over 341 reviews on collection pages, the `proof_links_count` is 0, meaning reviews are self-hosted and lack third-party verification (e.g., Trustpilot links). The claim 'highest disclosed strength on the British market' is a bold comparative assertion that lacks an external source or data set to support the 'highest' superlative.

### EVIDENCE: PROOF DENSITY

Proof density is low despite the high volume of specific claims. For every technical claim (35% concentration, 7+ hours, 60-day guarantee), there is zero linked evidence to third-party testing or verified customer case studies. The ratio is roughly 10 specific assertions to 0 verifiable third-party proof points.

## COMMODITY FINGERPRINT

Detection of industry clichés/templates.

9

60% Reputation

The value proposition is partially unique due to the specific '35% Extrait' concentration claim, which exceeds the industry standard 20% for most dupes. However, it uses generic industry clichés such as 'One spray lasts all day' and 'most-complimented person in the room.' Boilerplate template language is present in the navigation and 'Shop / Help / Contact' footer structure, but the core sales copy is tailored to the specific brand promise.

## IDENTITY & AUTHORITY

Expert verifiability & Schema depth.

4

27% Reputation

### DIAGNOSIS: AUTHORITY GAPS

Significant authority gaps exist in the technical identity. The `schema_json` contains an empty `sameAs` array with nine blank strings, failing to link the brand to any social media or external business profiles. Furthermore, claims of being 'hand-blended in the UK' are unverifiable as no specific perfumer, founder, or laboratory facility is named or connected via Person schema.

### EVIDENCE: PERFORMANCE VS. CLAIMS

The primary disconnect is between the bold performance claims ('strongest,' 'built to last through extra time and penalties') and the lack of external validation. The site provides high substance (specific numbers) but low proof (zero external links or lab reports). The football-themed 'matchday bundle' marketing is creative but lacks any objective evidence that the scent actually performs differently under physical exertion.

[See how to improve >](#)

## INDUSTRY MATCH & SCORE SUMMARY

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**Beauty, Cosmetics & Personal Care Reputation: Aromara (aromara.co.uk)**

**Reputation: 60 / 100**

### INDUSTRY CLASSIFICATION

The site perfectly aligns with the Beauty, Cosmetics & Personal Care category, specifically within the designer fragrance dupe niche. Content is dominated by INCI-adjacent scent notes (e.g., 'bergamot, citron, neroli') and technical concentration terminology (35% Extrait).

*"The BS score of 60 is driven primarily by the Trust and Proof pillar (17/20) due to a total lack of outbound proof links and the Identity and Authority pillar (11/15) caused by broken schema and anonymous expert claims. The score is suppressed (kept lower) by excellent performance in Information Density and Semantic Coherence, where the site remains exceptionally specific and consistent."*

### 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://aromara.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: June 21, 2026

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