

# AI Reputation Analysis and Signal Evaluation - Beauty of Joseon (GOODAI GLOBAL INC.)

## BRAND AI REPUTATION

Beauty, Cosmetics & Personal Care  
Reputation: Beauty of Joseon (GOODAI GLOBAL INC.) (beautyofjoseon.com)

<https://beautyofjoseon.com>

Industry: Beauty, Cosmetics & Personal Care



REPUTATION LEVEL

## BEAUTY, COSMETICS & PERSONAL CARE

**54.6 Avg Reputation**

Based on 1453 businesses audited.

### HIGHER REPUTATION THAN AVERAGE

Beauty of Joseon (GOODAI GLOBAL INC.) has 6.4 points more reputation than the average for Beauty, Cosmetics & Personal Care.

## EXPERT VERDICT

Beauty of Joseon is a product-led entity with a surprisingly robust technical and organizational footprint that minimizes typical industry BS. While it leans on unverified review theatre and boilerplate community-building language, it provides enough specific ingredient data and organizational transparency to be considered a high-substance brand.

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## INFO DENSITY

Power-words vs. Substance ratio.

19

63% Reputation

The site maintains a relatively high substance ratio for the industry. While it employs power words such as weightless, next-level, and invisible, it counterbalances these with specific metrics, such as a clinical study on 22 subjects after 5 weeks for the Dayscreen Moisturizer. However, headings like Level up your routine with and Loved by the Community represent standard marketing fluff that lacks immediate noun-based value.

## SEMANTIC COHERENCE

Homepage promise vs. Sub-page reality.

17

85% Reputation

Alignment across pages is exceptionally high; the homepage signal of Authentic Hanbang Korean Skincare is directly supported by specific product formulations (Ginseng + Retinal, Propolis + Niacinamide) on sub-pages. There is no discernible drift between the premium positioning of the hero sections and the tactical product data in the Shop All collection. The only minor inconsistency is the repetitive use of H2 and H3 tags for Join Our Community and Rewards, which adds structural noise without new information.

## TRUST & PROOF

Verifiable evidence vs. Trust Theatre.

7

35% Reputation

### DIAGNOSIS: TRUST THEATRE

The site exhibits significant Trust Theatre through high review counts (e.g., 2,318 reviews for Tinted Fluid Sunscreen) but has a proof\_links\_count of 0 across all crawled pages. Reviews are described as Verified Buyer, yet there are no outbound links to independent third-party testing labs or peer-reviewed clinical data to verify the clinically proven claims. This creates a reliance on internal platform credibility rather than external validation.

### EVIDENCE: PROOF DENSITY

Proof density is moderate. Verifiable evidence includes the INCI-adjacent ingredient lists and the exact count of subjects in testing. However, the ratio is skewed by thousands of reviews that lack a third-party verification path (e.g., Trustpilot, Yotpo, or clinical lab portals), making the majority of the site's proof internal and self-referential.

## COMMODITY FINGERPRINT

Detection of industry cliches/templates.

6

40% Reputation

The brand utilizes several industry-standard fingerprints such as Best Sellers, Shop All, and Customer Reviews boilerplate sections. Value prop cliches like the secret to radiant skin and unlock your natural beauty appear in meta descriptions. Despite this, the specific focus on Hanbang ingredients provides a degree of differentiation that prevents the site from being a pure commodity copy-paste.

## IDENTITY & AUTHORITY

Expert verifiability & Schema depth.

12

80% Reputation

### DIAGNOSIS: AUTHORITY GAPS

Authority is bolstered by exceptionally detailed Organization schema, listing founding date (2016), founder (Chun Joo-hyuk), and employee count (135). A gap exists in expert validation; while it names celebrities like Sandy Liang and Peggy Gou as faces of the brand, it fails to provide Person schema or digital footprints for specific dermatologists or formulators despite the clinical results headings.

### EVIDENCE: PERFORMANCE VS. CLAIMS

The performance claims are generally grounded in specific ingredient benefits (e.g., Green Tea-HA for hydration), avoiding the more egregious anti-aging biological reversal promises. The primary disconnect is the lack of a downloadable or viewable version of the 5-week clinical study referenced in the product copy, leaving the data as a marketing assertion rather than a verifiable fact.

[See how to improve >](#)

## INDUSTRY MATCH & SCORE SUMMARY

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**Beauty, Cosmetics & Personal Care Reputation: Beauty of Joseon (GOODAI GLOBAL INC.) (beautyofjoseon.com)**

**Reputation: 61 / 100**

### INDUSTRY CLASSIFICATION

The site aligns perfectly with the Beauty and Cosmetics industry, specifically the Korean Skincare (K-Beauty) and Hanbang (traditional herbal medicine) sub-sectors. Content across all pages consistently focuses on ingredient-led value propositions like Ginseng, Propolis, and Rice.

*"The score of 61 is driven primarily by Trust and Proof gaps (lack of verified external links) and Information Density (repetitive community calls to action). It is significantly lowered by the presence of high-quality Organization schema and the use of specific clinical metrics which are rare in the generic beauty space."*

### 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://beautyofjoseon.com> 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 26, 2026

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