

AI Reputation Analysis and Signal Evaluation - CLIV ???

BRAND AI REPUTATION

Beauty, Cosmetics & Personal Care Reputation: CLIV ??? (cliv.co.kr)

https://cliv.co.kr

Industry: Beauty, Cosmetics & Personal Care



REPUTATION LEVEL

BEAUTY, COSMETICS & PERSONAL CARE

54.6 Avg Reputation

Based on 1453 businesses audited.

LOWER REPUTATION THAN AVERAGE

CLIV ??? has 28.6 points less reputation than the average for Beauty, Cosmetics & Personal Care.

EXPERT VERDICT

CLIV presents a classic case of meta-signal inflation: promising high-end aesthetic research in its metadata while delivering a broken, template-dependent storefront. The distance between the claimed scientific authority and the technical commodity reality is vast, resulting in a high BS score driven by total lack of substance.

[See how to improve >](#)

INFO DENSITY

Power-words vs. Substance ratio.

10

33% Reputation

Heading markers like [H3] Order Information and [H3] Mileage occupy the majority of the structured text, while the brand's core value proposition of 'home aesthetic care' remains entirely unsubstantiated by technical nouns or data. The body text is almost non-existent on the homepage, leaving only the meta description's vague mention of a 'customized research center' without any supporting evidence. Across all crawled pages, there are zero instances of specific ingredient percentages, laboratory names, or clinical trial numbers.

SEMANTIC COHERENCE

Homepage promise vs. Sub-page reality.

6

30% Reputation

The meta title and description promise a 'customized research center' and 'home aesthetic care,' but the actual URL destinations for the homepage and company info deliver either a payment-gate error or a standard 404 page. There is a total failure in delivering the scientific substance promised in the metadata, as the accessible sub-pages consist only of generic e-commerce account management modules. The 'Genetic Testing' mention in the header is a high-signal claim that finds no supporting substance in the body text or page hierarchy.

TRUST & PROOF

Verifiable evidence vs. Trust Theatre.

6

30% Reputation

DIAGNOSIS: TRUST THEATRE

The site displays a review_count of 21 on the homepage and 2 on internal pages, yet the proof_links_count is negligible (2) and appears to be internal navigational links rather than verified third-party review platforms or clinical citations. There is no evidence of the 'clinically proven' or 'dermatologically tested' standards that usually accompany a brand's aesthetic positioning. The presence of reviews without accessible, verifiable customer feedback or laboratory certification links indicates high Trust Theatre.

EVIDENCE: PROOF DENSITY

The ratio of verifiable evidence to unsubstantiated claims is effectively zero. While the header mentions 'Genetic Testing,' there are no links to methodology, sample reports, or laboratory partners. The site relies entirely on the user's brand recognition or external marketing, as the website itself provides no internal proof paths for its scientific assertions.

COMMODITY FINGERPRINT

Detection of industry cliches/templates.

3

20% Reputation

The website utilizes a generic Cafe24 e-commerce template skin, identified by the repetitive heading patterns like [H3] Board Management and [H3] Address Book Management. The value proposition of 'putting your value in one cosmetic' is a quintessential industry cliché that could be applied to any drugstore brand, failing to differentiate the 'research center' claim from standard retail products. Template language dominates the user experience, with 'Why Choose Us' or 'Scientific' blocks being entirely absent or broken in the current crawl.

IDENTITY & AUTHORITY

Expert verifiability & Schema depth.

1

7% Reputation

DIAGNOSIS: AUTHORITY GAPS

Despite claiming to operate a 'customized research center,' there is zero schema_json data to identify the organization, its physical location, or its legal entity status. No specific researchers, dermatologists, or formulators are named, and the 404 error on the board list suggests a lack of technical maintenance that contradicts a 'high-tech' or 'science-backed' image. Technical credibility is severely undermined by the 'insufficient content' flags on primary brand signals like the homepage and company profile.

EVIDENCE: PERFORMANCE VS. CLAIMS

The marketing tone in the meta data promises to deliver 'your value' through research-driven cosmetics, but the site fails to demonstrate any results, before-and-after cases, or technical protocols. Claims of 'home aesthetic care' are not backed by any instructions, technical specifications of products, or professional endorsements. The gap between the premium 'aesthetic' signal and the broken '404' technical reality is significant.

[See how to improve >](#)

INDUSTRY MATCH & SCORE SUMMARY

Beauty, Cosmetics & Personal Care Reputation: CLIV ??? (cliv.co.kr)

Reputation: 26 / 100

INDUSTRY CLASSIFICATION

The site is firmly categorized in Beauty and Cosmetics, utilizing terms like 'home aesthetic' and 'skin customized care.' However, the high presence of e-commerce template UI over actual product content suggests a commodity retail focus rather than the specialized aesthetic positioning claimed.

"The score is driven primarily by Information Density and Identity Gaps. The site makes significant scientific claims in its metadata (Customized Research Center) that are entirely absent from the crawled body text, which consists almost exclusively of generic e-commerce account template language. Technical failures, including 404 errors and broken homepage content, further degrade the Authority pillar."

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://cliv.co.kr> 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 26, 2026

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