

# AI Reputation Analysis and Signal Evaluation - La'dor

## BRAND AI REPUTATION

### Beauty, Cosmetics & Personal Care Reputation: La'dor (lador.co.kr)

https://lador.co.kr

Industry: Beauty, Cosmetics & Personal Care



## BEAUTY, COSMETICS & PERSONAL CARE

### 54.6 Avg Reputation

Based on 1453 businesses audited.

REPUTATION LEVEL

#### HIGHER REPUTATION THAN AVERAGE

La'dor has 0.4 points more reputation than the average for Beauty, Cosmetics & Personal Care.

## EXPERT VERDICT

La'dor is a visually polished e-commerce site that successfully delivers a 'clinic' aesthetic but fails to provide the scientific proof required for its 'Laboratory' branding. While it avoids high-level corporate jargon, it relies heavily on generic K-beauty templates and lacks the technical authority (schema, expert profiles) to back its claims. It is more of a 'Perfume House' than a 'Laboratory' based on the provided evidence.

[See how to improve >](#)

## INFO DENSITY

Power-words vs. Substance ratio.

22

73% Reputation

Information density is relatively high for an e-commerce platform, as it prioritizes product specifications and pricing over empty prose. Headings like 'PERFUMED CARE' and 'Wonder Clinic Line' are descriptive of the product lines rather than purely aspirational fluff. However, there is some repetition in the value proposition regarding 'protein care' (#####) across multiple product listings. Specificity is present through exact pricing in won and product volumes (e.g., 530ml, 80ml), though technical explanations of the 'Laboratory' aspect are missing.

## SEMANTIC COHERENCE

Homepage promise vs. Sub-page reality.

18

90% Reputation

There is minimal semantic drift between the homepage signal and the sub-page substance. The homepage meta-description 'Empowering Adorable Laboratory' is supported by sub-pages that categorize products into 'Clinic Lines' (Wonder and Keratin). The H1 'PERFUMED CARE' on the homepage is directly substantiated by the specific fragrance-focused products like 'Perfumed Hair Oil' and 'Perfumed Hair Shampoo' found throughout the site. The 'Step' system (Step 1 to Step 4/5) creates a consistent structural narrative from the hero section to deep product collections.

## TRUST & PROOF

Verifiable evidence vs. Trust Theatre.

8

40% Reputation

### DIAGNOSIS: TRUST THEATRE

Trust signals are the weakest point of the site's credibility. While the homepage shows a review\_count of 12 and sub-pages show 7, the proof\_links\_count is consistently low (2), suggesting these reviews lack third-party verification or external documentation. There is a disconnect between the brand's 'Laboratory' identity and the lack of visible clinical data or laboratory certifications. The trust\_theatre\_flag is false, but the reliance on unlinked internal reviews for 'clinically' adjacent products creates a 'Trust Theatre' atmosphere.

### EVIDENCE: PROOF DENSITY

The proof density is high regarding transactional evidence (pricing, SKU variety, sizes) but extremely low regarding efficacy evidence. Out of the 2,200 characters on the homepage, zero instances of third-party lab results or specific active ingredient percentages (e.g., '5% Keratin') are found. The ratio of vague assertions like 'healthier scalp' to verifiable data points is roughly 5:1.

## COMMODITY FINGERPRINT

Detection of industry cliches/templates.

5

33% Reputation

The site's messaging leans heavily on industry clichés such as 'moisture balance,' 'low irritation,' and 'protein care.' The use of hashtags like #???? and #????? is a standard K-beauty template fingerprint that lacks brand uniqueness. The value proposition of a 'multi-step routine' (Step 1, 2, 3...) is a commodity structure used by almost every major Korean beauty competitor. While the 'Perfumed' focus provides some differentiation, the overall language could be easily swapped with a rival hair care brand.

## IDENTITY & AUTHORITY

Expert verifiability & Schema depth.

2

13% Reputation

### DIAGNOSIS: AUTHORITY GAPS

A significant authority gap exists due to the total absence of schema\_json (null) and the empty 'Notice' page (char\_count 0). While the brand claims to be a 'Laboratory,' no individual experts, dermatologists, or researchers are named, and no Person schema is provided to verify the 'Laboratory' credentials. The technical credibility is further damaged by the slot\_rank 1 page (Notice) containing no data, which contradicts the professional image of an established beauty authority.

### EVIDENCE: PERFORMANCE VS. CLAIMS

The site makes bold claims about performance, such as 'perfect hair' (#??? ???? ?????) and 'protein bombardment' (??? ???), without providing the underlying data. There are no before-and-after disclosures or specific clinical study percentages cited in the text to support the 'Laboratory' claim. The disconnect lies in the marketing tone used for what is presented as a 'Clinic' or 'Laboratory' line, which should require more empirical evidence.

[See how to improve >](#)

## INDUSTRY MATCH & SCORE SUMMARY

Beauty, Cosmetics & Personal Care Reputation: La'dor (lador.co.kr)

Reputation: 55 / 100

### INDUSTRY CLASSIFICATION

The site perfectly aligns with the Beauty, Cosmetics & Personal Care industry, focusing on specialized hair care, sun protection, and body care products. The terminology used, such as 'LPP Treatment,' 'Keratin,' and 'protein care,' is standard for high-performance hair care brands.

*"The score of 55 is primarily driven by the 'Identity and Authority' and 'Trust and Proof' pillars. The total lack of structured data and the failure to provide scientific receipts for the 'Laboratory' claim offset the otherwise high information density and strong cross-page alignment. The technical failure of the 'Notice' page also contributed to the higher BS score."*

### 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://lador.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 27, 2026

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