

AI Reputation Analysis and Signal Evaluation - lilybyred (???????)

BRAND AI REPUTATION

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

<https://lilybyred.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

lilybyred (???????) has 8.4 points more reputation than the average for Beauty, Cosmetics & Personal Care.

EXPERT VERDICT

Lilybyred is a high-substance, low-fluff retail site that suffers more from technical SEO neglect than from marketing bullshit. It provides a direct, transactional experience backed by very recent and verifiable user feedback.

[See how to improve >](#)

INFO DENSITY

Power-words vs. Substance ratio.

19

63% Reputation

Information density is low due to a minimal character count on the homepage (295 characters), but the substance ratio is surprisingly high for the text present. Headings like Milk Gummy Edition Launching and Odd Lavender Edition provide specific product line names rather than generic fluff. However, the body text is almost non-existent, consisting primarily of product labels and navigational cues. The lack of detailed product specifications or ingredient lists in the crawled body text limits the density of hard data.

SEMANTIC COHERENCE

Homepage promise vs. Sub-page reality.

15

75% Reputation

The homepage H1 is missing, but the meta signal of being a Multi Color Makeup Brand is consistently supported by sub-pages. Sub-pages like the Review board confirm the existence of specific products like Tangle Jelly Balm and Glassy Layer Fixing Tint. There is no disconnect between the 'edition' marketing on the homepage and the transactional focus of the internal pages. Messaging remains tight, focusing on seasonal color collections and user feedback.

TRUST & PROOF

Verifiable evidence vs. Trust Theatre.

14

70% Reputation

DIAGNOSIS: TRUST THEATRE

The site displays a robust review system with a review_count of 51 on the product list board, which is verified by individual entries and dates. While proof_links_count is low at 2, the presence of actual user-generated content with specific dates like 2026-05-18 provides significant temporal credibility. The Best Awards claim for the Luv Beam Cheek is the only point of slight theatre as it lacks an external link to the awarding body.

EVIDENCE: PROOF DENSITY

Proof density is driven by a high volume of current user reviews with dates as recent as May 18, 2026. The ratio of claims to evidence is favorable because the brand makes few bold technical claims, choosing instead to showcase product variety. The primary missing proof element is the formal documentation for the 'Best Awards' mentioned on the homepage.

COMMODITY FINGERPRINT

Detection of industry cliches/templates.

8

53% Reputation

The site utilizes standard K-beauty e-commerce template markers such as Review, Q&A, and Event boards. Industry clichés like 'BEST AWARDS' and 'NEW EDITION' are present but are tied to specific named product launches like Milk Gummy. The value proposition is somewhat commoditized, relying on seasonal aesthetics, but the specific collection naming (e.g., Odd Lavender) differentiates it from generic skin-care competitors.

IDENTITY & AUTHORITY

Expert verifiability & Schema depth.

7

47% Reputation

DIAGNOSIS: AUTHORITY GAPS

There is a notable technical authority gap as schema_json is null across all crawled pages, missing out on Organization or Product structured data. There are no named experts, dermatologists, or founders referenced to establish individual authority. The brand relies entirely on product-led growth and user social proof rather than established institutional authority.

EVIDENCE: PERFORMANCE VS. CLAIMS

Performance claims are minimal, avoiding typical 'miracle' beauty assertions. Claims are limited to aesthetic outcomes like 'Tangle-like jelly lips' or 'Icy lavender purple look,' which are subjective and typical of the category. The site does not over-promise on clinical results, thus maintaining a low disconnect score.

[See how to improve >](#)

INDUSTRY MATCH & SCORE SUMMARY

**Beauty, Cosmetics & Personal Care Reputation: lilybyred (???????)
(lilybyred.co.kr)**

Reputation: 63 / 100

INDUSTRY CLASSIFICATION

The site perfectly aligns with the Beauty and Cosmetics industry, specifically focusing on color makeup. The product inventory, including tints, cheek balms, and eyeliners, confirms its role as a specialized makeup brand.

"The score of 63 is primarily driven by technical identity gaps and low information volume rather than deceptive marketing. The high recency of user reviews (Temporal Delta < 1 month) significantly lowered the BS score in the Trust and Proof pillar. The lack of structured schema and missing H1 headings are the only significant contributors to the score's 'BS' components."

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://lilybyred.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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