

# AI Reputation Analysis and Signal Evaluation - Lucy Craske Holistic Beauty

## BRAND AI REPUTATION

Beauty, Cosmetics & Personal Care  
Reputation: Lucy Craske Holistic Beauty  
([www.lucycraske.com](http://www.lucycraske.com))

<http://www.lucycraske.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

Lucy Craske Holistic Beauty has 0.4 points more reputation than the average for Beauty, Cosmetics & Personal Care.

## EXPERT VERDICT

Lucy Craske Holistic Beauty is a legitimate, family-owned business suffering from a 'digital ghost' problem. It contains low levels of intentional BS but high levels of technical neglect and stale data, which creates a credibility gap for a business claiming 33 years of expertise. It lacks the technical infrastructure required to prove its authority in a 2026 digital marketplace.

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## INFO DENSITY

Power-words vs. Substance ratio.

**18**

60% Reputation

Information density is split between high-substance biographical data and low-substance treatment descriptions. The text identifies five specific staff members (Lucy, Sarah, Elanor, Leanne, Keziah) and a 50-year local family history, which provides significant grounding. However, the service descriptions are fluffy, using phrases like 'spiritual well-being in a calm and professional environment' without detailing specific technical outcomes or treatment durations. The 'Products' section uses high-jargon power words like 'Sustainable Beauty' and 'extensive research' to describe the vendor rather than the salon's own application of those products.

## SEMANTIC COHERENCE

Homepage promise vs. Sub-page reality.

11

55% Reputation

There is a notable temporal drift across the site; the Homepage meta description claims 'over 28 years in business,' while the Promotions page celebrates 'over 31 years,' and the actual math from the 1993 establishment date to the 2026 current date suggests 33 years. This indicates a lack of content maintenance. Additionally, the 'Treatments' page offers a 'diverse range' but then merely lists generic categories like 'Massage Rituals' and 'Eye Treatments' without specific service menus or pricing, drifting from a promise of 'comprehensive' care to a very thin informational delivery.

## TRUST & PROOF

Verifiable evidence vs. Trust Theatre.

14

70% Reputation

### DIAGNOSIS: TRUST THEATRE

The site displays a stagnant review count (6 to 8 reviews) across several pages with no verified links to third-party platforms like Google or Treatwell. The only external proof path is a 'yell logo' image, which functions as trust theatre rather than a verified link to an active profile. While the business claims therapists are members of the Guild of Beauty Therapists, no direct links to membership verification or certification documents are provided to validate these professional claims.

### EVIDENCE: PROOF DENSITY

The proof density is low, with only 1 to 2 proof links across all 6 pages and a low review count that has likely remained static for years. Verifiable evidence is limited to the physical address and the brand name of the products used. The site relies heavily on vague assertions of quality and passion rather than measurable outcomes, specific client testimonials, or quantitative data regarding their 30+ years of service.

## COMMODITY FINGERPRINT

Detection of industry cliches/templates.

7

47% Reputation

The site partially avoids the typical commodity fingerprint thanks to the specific 'three sisters' narrative and the history of their pharmacist father, which provides a level of authenticity most salons lack. However, the value proposition cliches are high, specifically the 'physical, emotional, social and spiritual well-being' tagline which is a textbook generic holistic claim. Template sections like 'About Us' and 'Who We Are' use standard formatting with zero unique brand voice, making large blocks of text feel like boilerplate industry content.

## IDENTITY & AUTHORITY

Expert verifiability & Schema depth.

5

33% Reputation

### DIAGNOSIS: AUTHORITY GAPS

There is a total authority gap in the technical implementation; the site has zero JSON-LD schema (schema\_json: null), missing even basic LocalBusiness structured data to anchor its physical presence in Leeds. The therapists are named but have no digital footprint or Person schema linked to their qualifications, creating an 'authority vacuum' where claims of expertise must be taken solely on faith. The heading hierarchy is also technically broken, utilizing H3 tags for major navigation headers and often omitting H1 or H2 tags entirely.

### EVIDENCE: PERFORMANCE VS. CLAIMS

The site claims to provide 'highly skilled, fully qualified, experienced professionals,' but provides no specific evidence of advanced training or continuous professional development (CPD) beyond a general Guild membership. The product section references 'internationally awarded' formulas from [comfort zone], but the site fails to demonstrate how these awards translate to results for the salon's specific Leeds clientele. There are no before-and-after photos or specific case studies to back up the claim of 'transforming' well-being.

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## INDUSTRY MATCH & SCORE SUMMARY

**Beauty, Cosmetics & Personal Care Reputation: Lucy Craske Holistic**

**Reputation: 55 / 100**

**Beauty (www.lucycraske.com)**

### INDUSTRY CLASSIFICATION

The site is perfectly aligned with the Beauty, Cosmetics & Personal Care industry. Evidence includes the focus on holistic treatments, mention of professional brands like [comfort zone], and a clear focus on beauty therapy and wellness protocols in a salon setting.

*"The score of 55 reflects a moderate level of BS driven primarily by technical failure (Pillar 5) and content staleness (Pillar 2). The site is not 'fraudulent,' but it is 'unsubstantiated,' meaning it makes bold claims of expertise and quality without providing the digital proof paths necessary to verify them. The information density score was penalized for the drift in business age and the lack of specific service data."*

### 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 <http://www.lucycraske.com> 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 22, 2026

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