

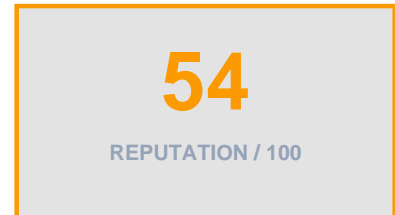
AI Reputation Analysis and Signal Evaluation - Mobile Hairdresser Cardiff

BRAND AI REPUTATION

Beauty, Cosmetics & Personal Care
Reputation: Mobile Hairdresser Cardiff
(www.mobile-hairdresser-cardiff.co.uk)

<http://www.mobile-hairdresser-cardiff.co.uk>

Industry: Beauty, Cosmetics & Personal Care



REPUTATION LEVEL

BEAUTY, COSMETICS & PERSONAL CARE

54.6 Avg Reputation

Based on 1453 businesses audited.

LOWER REPUTATION THAN AVERAGE

Mobile Hairdresser Cardiff has 0.6 points less reputation than the average for Beauty, Cosmetics & Personal Care.

EXPERT VERDICT

The site is relatively low on traditional marketing BS but suffers from digital neglect and a lack of transparency regarding the human behind the brand. While the pricing and qualifications are specific, the stale 2023 data and the absence of a named expert create a credibility ceiling. It functions as a functional digital flyer rather than a verified professional authority.

[See how to improve >](#)

INFO DENSITY

Power-words vs. Substance ratio.

20

67% Reputation

The site provides specific technical qualifications including NVQs level 1, 2, and 3, and a specific 1 plus 4 year experience ratio, which provides high substance. However, this is offset by repetitive filler headings such as In The Comfort Of Your Own Home and Relax which appear across multiple pages. The body substance is higher than average for small business sites due to the granular price list for specific age groups and services.

SEMANTIC COHERENCE

Homepage promise vs. Sub-page reality.

18

90% Reputation

The semantic alignment is exceptionally tight; the H1 Hair At Home is supported directly by the 2023 Price List and the specific list of areas covered in Cardiff. There is no disconnect between the promise of salon quality and the mobile service description. The only drift is temporal, as the site promises current service while displaying a price list that is 36 months old relative to the system date.

TRUST & PROOF

Verifiable evidence vs. Trust Theatre.

7

35% Reputation

DIAGNOSIS: TRUST THEATRE

The site claims a review_count of 3 with a proof_links_count of only 1, indicating that testimonials are likely hard-coded text rather than verified third-party integrations. The Trust Theatre flag is triggered by the absence of a verified review platform link despite the meta-description claiming a professional and trusted service. No actual client names or verifiable project dates are attached to the gallery images.

EVIDENCE: PROOF DENSITY

Proof density is moderate; the inclusion of specific prices (£35 for Cut and Blow Dry) and a patch test requirement (48 hours) provides more substance than typical marketing fluff. However, the ratio of verifiable external proof to internal assertions is low, with zero outbound links to certification bodies or insurance providers. The site relies heavily on stated experience (5 total years) without documenting it.

COMMODITY FINGERPRINT

Detection of industry cliches/templates.

7

47% Reputation

The value proposition Salon Quality Hair, Without High Salon Prices is a standard industry cliché that could be applied to any mobile stylist. The site uses generic template sections such as Why Use a Mobile Service and Follow Us On that contain boilerplate reasoning. The branding Hair At Home is highly generic, making the business indistinguishable from competitors without the specific geographic markers.

IDENTITY & AUTHORITY

Expert verifiability & Schema depth.

2

13% Reputation

DIAGNOSIS: AUTHORITY GAPS

There is a significant authority gap because the site references a Toni and Guy trained stylist but fails to provide a name or a Person schema for the individual. As of May 2026, the 2023 Price List is stale evidence, suggesting a lack of active business maintenance. The complete absence of schema_json prevents the site from establishing a verified LocalBusiness identity in structured data.

EVIDENCE: PERFORMANCE VS. CLAIMS

The site claims to offer a sophisticated hair-up statement and complete color changes, but the provided Gallery images in the clean text are limited and unverified. While the technical claims of NVQ levels are specific, the performance claim of being a highly trained stylist lacks the weight of a portfolio with named client outcomes. The marketing tone is professional but relies on the user trusting unverified credentials.

[See how to improve >](#)

INDUSTRY MATCH & SCORE SUMMARY

Beauty, Cosmetics & Personal Care Reputation: Mobile Hairdresser Cardiff
(www.mobile-hairdresser-cardiff.co.uk)

Reputation: 54 / 100

INDUSTRY CLASSIFICATION

The site aligns with the Beauty and Personal Care category, specifically within the mobile hair styling sub-sector. The content focuses on service delivery, pricing for hair treatments, and professional qualifications relevant to the trade.

"The score of 54 is driven primarily by Trust and Proof gaps and Identity and Authority issues. The information provided is surprisingly dense with specifics (prices, qualifications), which kept the score out of the 'High BS' range. However, the lack of structured data and the three-year-old price list significantly penalized the technical credibility of the site."

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.mobile-hairdresser-cardiff.co.uk> 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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