

# AI Reputation Analysis and Signal Evaluation - Salon Vert Beauty Therapy

## BRAND AI REPUTATION

Beauty, Cosmetics & Personal Care  
Reputation: Salon Vert Beauty Therapy  
(www.salonvert.co.uk)

<http://www.salonvert.co.uk>

Industry: Beauty, Cosmetics & Personal Care



REPUTATION LEVEL

## BEAUTY, COSMETICS & PERSONAL CARE

**54.6 Avg Reputation**

Based on 1453 businesses audited.

### HIGHER REPUTATION THAN AVERAGE

Salon Vert Beauty Therapy has 14.4 points more reputation than the average for Beauty, Cosmetics & Personal Care.

## EXPERT VERDICT

Salon Vert provides a substantive, price-transparent menu that avoids high-level corporate BS, yet it suffers from severe technical decay. With a dead contact page and a five-year-old team update, the site currently functions as a digital ghost of an otherwise legitimate local business.

[See how to improve >](#)

## INFO DENSITY

Power-words vs. Substance ratio.

**23**

77% Reputation

The site exhibits high information density in its body text, specifically on the Treatments Menu page, which lists exact prices (e.g., £430 for a course of 10 CACI treatments) and specific durations (e.g., 75 mins for a Super Non-Surgical Facelift). However, its heading density is poor; many headings are generic such as [H2] More about us and [H2] Get in touch, and the [H1] tag is incorrectly used to display a phone number. Despite the structural fluff, the core content is substantive and avoids the vague performance claims common in larger corporate skincare sites.

## SEMANTIC COHERENCE

Homepage promise vs. Sub-page reality.

19

95% Reputation

There is minimal semantic drift between the homepage and the sub-pages. The homepage signals a focus on 'high quality beauty treatments' and 'professional product ranges,' which is explicitly fulfilled by the Product Ranges and Treatments Menu pages. The only minor drift is technical, where the structured data and heading hierarchy fail to support the professional positioning promised in the marketing copy.

## TRUST & PROOF

Verifiable evidence vs. Trust Theatre.

14

70% Reputation

### DIAGNOSIS: TRUST THEATRE

Trust theatre is present but limited; the Treatments Menu page displays a review\_count of 1 with a trust\_theatre\_flag set to true, as there are no verified third-party links to validate the claim. The homepage mentions being founded in 1994, which acts as a legacy proof point, but the lack of outbound links to social proof or external review platforms (proof\_links\_count of 0 on sub-pages) limits the verification path for new clients.

### EVIDENCE: PROOF DENSITY

The proof density is moderate; the site relies heavily on the authority of its professional product brands (Thalgo, CACI, St. Tropez) rather than original evidence. It provides a full price list as a primary substance signal, but only features one proof link on the homepage and zero third-party verification links across the rest of the site. The ratio of verifiable local results to service descriptions is low.

## COMMODITY FINGERPRINT

Detection of industry cliches/templates.

11

73% Reputation

The value proposition contains several industry clichés such as 'best results' and 'high quality,' but these are balanced by localized specificities like the 'Roe Green' location and the 1994 founding date. The 'Product Ranges' page uses manufacturer-provided boilerplate for brands like Thalgo and Artistic Colour Gloss, which could be found on any competitor's site. The use of template-standard sections like 'Quick Links' and 'Contact' footers further identifies it as a standard industry template.

## IDENTITY & AUTHORITY

Expert verifiability & Schema depth.

2

13% Reputation

### DIAGNOSIS: AUTHORITY GAPS

A significant authority gap exists due to temporal neglect; the homepage features a 'pleased to announce' message regarding a staff member returning in September 2021, which is 56 months stale as of the May 2026 audit date. Technical authority is severely compromised by a 500 Internal Server Error on the Contact page, suggesting the digital entity is not actively maintained. There is also a complete absence of structured schema data to verify the business identity or team expertise.

### EVIDENCE: PERFORMANCE VS. CLAIMS

The site makes bold claims for the CACI facelift, such as 'creating immediate and dramatic results,' without providing before-and-after evidence or clinical citations. While these claims are industry-standard for the equipment used, the site fails to provide local evidence (case studies) to back them up. However, the transparent pricing model for every single service significantly reduces the overall marketing-to-substance disconnect.

[See how to improve >](#)

## INDUSTRY MATCH & SCORE SUMMARY

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**Beauty, Cosmetics & Personal Care Reputation: Salon Vert Beauty Therapy**  
**([www.salonvert.co.uk](http://www.salonvert.co.uk))**

**Reputation: 69 / 100**

### INDUSTRY CLASSIFICATION

The website content perfectly aligns with the Beauty, Cosmetics & Personal Care industry. It provides a comprehensive treatment menu including specialized services like Thalgo facials, CACI non-surgical facelifts, and St. Tropez tanning, all of which are standard for a professional beauty therapy salon.

*"The score of 69 is primarily driven by the Identity and Authority pillar (13/15) due to stale content and technical errors. The site's Information Density and Semantic Coherence scores are very low (indicating high substance), which prevents the total BS score from entering the high or extreme ranges."*

### 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.salonvert.co.uk> to view the most current version of its content and see directly what this company is about and what it offers.

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Verified Analysis Date: May 22, 2026

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