

AI Reputation Analysis and Signal Evaluation - Skin Rocks

BRAND AI REPUTATION

Beauty, Cosmetics & Personal Care Reputation: Skin Rocks (skinrocks.com)

<https://skinrocks.com>

Industry: Beauty, Cosmetics & Personal Care

78

REPUTATION / 100

B

BEAUTY, COSMETICS & PERSONAL CARE

54.7 Avg Reputation

Based on 1456 businesses audited.

REPUTATION LEVEL

HIGHER REPUTATION THAN AVERAGE

Skin Rocks has 23.3 points more reputation than the average for Beauty, Cosmetics & Personal Care.

EXPERT VERDICT

Skin Rocks is a high-substance, low-BS brand that largely delivers on its promise of expert-led transparency. The site's primary weakness is 'Trust Theatre' hyperbole regarding review volume and unnamed experts, but this is offset by rare technical specificity in clinical citations. It is a rare example of a science-backed marketing strategy that actually includes the science.

See how to improve >

INFO DENSITY

Power-words vs. Substance ratio.

24

80% Reputation

The site exhibits high information density for a consumer brand, particularly on product pages like The Support Mask, which includes full INCI ingredient lists and specific technical complexes like DEFENSIL. While some headings contain power words like performance-enhancing and transformative, they are almost always paired with specific nouns or products. The body text maintains a high substance ratio by citing exact clinical study parameters, such as the 52 participants used in a 2-week trial for barrier maintenance.

SEMANTIC COHERENCE

Homepage promise vs. Sub-page reality.

20

100% Reputation

There is virtually zero semantic drift across the analyzed pages. The homepage H1/Hero promise of clear guidance and products that work is directly supported by sub-pages providing detailed usage instructions, recycling information, and targeted treatment locators. The transition from the high-level expertise positioning on the homepage to the granular technical details on the product pages is seamless and logically consistent.

TRUST & PROOF

Verifiable evidence vs. Trust Theatre.

13

65% Reputation

DIAGNOSIS: TRUST THEATRE

A significant trust theatre gap exists: the homepage clean_text claims 13,000 5-STAR REVIEWS, yet the structured data and metadata across all pages only provide evidence for review counts between 268 and 414. While the site provides internal clinical data summaries, the lack of external validation links or third-party verified review platforms (proof_links_count is only 1) weakens the 'clinically proven' assertions.

EVIDENCE: PROOF DENSITY

The proof density is high compared to industry peers, with a verifiable ratio of roughly one technical proof point (like a study sample size or ingredient percentage) for every three marketing assertions. Most product claims are substantiated within the same page by a dedicated Clinical Studies and Consumer Trials section. The primary proof failure is the unverified 13,000 reviews claim which lacks a corresponding aggregate data source.

COMMODITY FINGERPRINT

Detection of industry cliches/templates.

8

53% Reputation

The site heavily utilizes industry clichés such as clinically proven, visible results, and active ingredients, which are highlighted in the industry dictionary. The value proposition is saved from being a complete commodity by the strong personal branding of Caroline Hiron, though the template language in sections like Why I Made... and Read More follows standard skincare marketing playbooks. Boilerplate sections like Subscribe and Save and Shop All are functional but generic.

IDENTITY & AUTHORITY

Expert verifiability & Schema depth.

13

87% Reputation

DIAGNOSIS: AUTHORITY GAPS

Authority is strongly anchored in Caroline Hiron, but gaps appear when referencing the broader team. The site frequently mentions qualified Skin Rocks professionals and expert facialists without providing Person schema, names, or individual credentials for these staff members. While the founder has a clear digital footprint, the 'professional' team remains an unnamed, unverifiable collective in the structured data.

EVIDENCE: PERFORMANCE VS. CLAIMS

The disconnect is minimal; bold claims like increase moisturisation for up to 24 hours are accompanied by specific clinical study citations. However, the qualitative claim that facials deliver outstanding results without the guesswork lacks the same metric-driven proof found on the product pages. The marketing tone remains high-authority, which is largely backed by the technical depth of the ingredient descriptions.

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INDUSTRY MATCH & SCORE SUMMARY

Beauty, Cosmetics & Personal Care Reputation: Skin Rocks (skinrocks.com)

Reputation: 78 / 100

INDUSTRY CLASSIFICATION

The site perfectly aligns with the Beauty and Skincare industry, focusing on science-backed topical treatments and professional facial services. The content consistently uses industry-specific terminology like barrier-strengthening, lipid-advanced complex, and INCI ingredient lists.

"The score was primarily driven by the Trust and Proof pillar (7/20) due to the large delta between claimed review volume and evidenced counts. The Commodity Fingerprint (7/15) also contributed points for heavy reliance on standardized skincare jargon. Despite these, the score remains in the 'Minimal BS' range due to zero semantic drift and high technical specificity."

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://skinrocks.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: October 1, 2026

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