

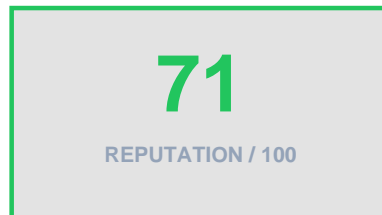
AI Reputation Analysis and Signal Evaluation - Tescom Denki Co., Ltd.

BRAND AI REPUTATION

Beauty, Cosmetics & Personal Care
Reputation: Tescom Denki Co., Ltd.
(tescom-japan.co.jp)

<https://tescom-japan.co.jp>

Industry: Beauty, Cosmetics & Personal Care



BEAUTY, COSMETICS & PERSONAL CARE

54.6 Avg Reputation

Based on 1453 businesses audited.

REPUTATION LEVEL

HIGHER REPUTATION THAN AVERAGE

Tescom Denki Co., Ltd. has 16.4 points more reputation than the average for Beauty, Cosmetics & Personal Care.

EXPERT VERDICT

Tescom is a high-substance, low-fluff manufacturer that prioritizes corporate transparency and customer support over marketing theatrics. Its BS score is low because it backs its 'beauty' claims with tangible hardware categories and verified financial history. The only significant weakness is the lack of technical SEO authority through structured data.

[See how to improve >](#)

INFO DENSITY

Power-words vs. Substance ratio.

22

73% Reputation

The site demonstrates high information density by providing granular corporate data such as 10.9 billion JPY in revenue (March 2025) and specific capital figures (90 million JPY). Headings are largely utilitarian, focusing on product categories (Beauty, Kitchen, Relaxation) rather than hyper-inflated power words. The fluff-to-substance ratio is low, evidenced by the presence of a named manufacturing facility, the Matsumoto Factory in Nagano.

SEMANTIC COHERENCE

Homepage promise vs. Sub-page reality.

18

90% Reputation

There is virtually no semantic drift between the homepage signal and sub-page substance. The H1 '????? ??????' (Tescom creates beauty) is supported by a comprehensive product directory ranging from hair irons to professional-grade Nobby brand products. The transition from general marketing to the Support and Company pages maintain the identity of a long-standing (est. 1971) hardware manufacturer.

TRUST & PROOF

Verifiable evidence vs. Trust Theatre.

20

100% Reputation

DIAGNOSIS: TRUST THEATRE

The trust_theatre_flag is false across all analyzed pages, indicating a lack of aggressive 'as seen in' badges or unsubstantiated celebrity endorsements. While the review_count is low (2) and proof_links_count is modest (2), the site does not appear to be manufacturing false social proof. The primary proof path is the detailed Support section, which includes?? (model number) search functionality for existing owners.

EVIDENCE: PROOF DENSITY

Proof density is concentrated in the Company and Support sections rather than the product landing pages. The site provides exact dates for its 1971 founding and 2025 revenue projections, which is high-quality evidence. However, it lacks external third-party laboratory certifications or detailed 'before and after' technical specifications for its ionic technologies within the provided text.

COMMODITY FINGERPRINT

Detection of industry cliches/templates.

10

67% Reputation

The site follows a standard Japanese corporate template, including common fingerprints like 'About Us,' 'FAQ,' and 'Contact.' The value proposition '????????' is somewhat generic, but the specific business model?combining professional beauty tools with kitchen electronics?distinguishes it from pure skincare or pure houseware competitors. It avoids 10+ matches of industry jargon, focusing instead on technical product names.

IDENTITY & AUTHORITY

Expert verifiability & Schema depth.

6

40% Reputation

DIAGNOSIS: AUTHORITY GAPS

Authority is anchored in historical longevity (since 1971) and physical infrastructure (Matsumoto Factory), yet there is a technical gap in structured data. The absence of JSON-LD schema across all pages means the business does not communicate its organizational authority or product specifications to machines effectively. There are no Person schema links for Representative Director Junji Hata, though his name is explicitly listed.

EVIDENCE: PERFORMANCE VS. CLAIMS

The site avoids bold performance claims such as 'look 10 years younger,' opting instead for descriptive category labeling. The disconnect is minimal because the site functions as a catalog and support hub rather than a high-pressure sales funnel. It proves its capability through its 'Journal' and 'News' sections rather than hyperbolic marketing assertions.

[See how to improve >](#)

INDUSTRY MATCH & SCORE SUMMARY

Beauty, Cosmetics & Personal Care Reputation: Tescom Denki Co., Ltd.
(tescom-japan.co.jp)

Reputation: 71 / 100

INDUSTRY CLASSIFICATION

The site's content partially diverges from the provided Skincare industry patterns, as the brand primarily manufactures electronic hardware (hair dryers, kitchen appliances) rather than topical cosmetics. While it shares the 'Beauty' sector, the 'science-backed formulas' jargon does not apply, though the 'About Us' and 'Support' templates align with industry standards.

"The score of 71 is primarily driven by the 'Identity and Authority' and 'Trust and Proof' pillars. While the site is authentic, the lack of structured data and external validation links prevents it from achieving a 'Minimal BS' score (under 20). The Information Density and Semantic Coherence pillars performed excellently due to the site's grounded, manufacturing-led communication style."

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://tescom-japan.co.jp> 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 24, 2026

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