

AI Reputation Analysis and Signal Evaluation - Cancer Research UK

BRAND AI REPUTATION

Charities, Nonprofits & NGOs Reputation:
Cancer Research UK
(www.cancerresearchuk.org)

<https://www.cancerresearchuk.org>

Industry: Charities, Nonprofits & NGOs



REPUTATION LEVEL

CHARITIES, NONPROFITS & NGOS

67.9 Avg Reputation

Based on 261 businesses audited.

HIGHER REPUTATION THAN AVERAGE

Cancer Research UK has 13.1 points more reputation than the average for Charities, Nonprofits & NGOs.

EXPERT VERDICT

This is a benchmark for high-substance nonprofit communication. The site avoids the typical charity trap of emotional appeals without data, instead using peer-reviewed science as its primary trust signal.

[See how to improve >](#)

INFO DENSITY

Power-words vs. Substance ratio.

24

80% Reputation

The information density is exceptionally high for the charity sector. While some headings use emotional power words like 'vital research' and 'life-saving', they are almost always paired with specific nouns or numbers, such as 'more than 200 types of cancer' or '4,000 researchers'. The body text maintains a high substance ratio, citing the HPV vaccine development and specific survival rate increases (doubling in 50 years) rather than relying solely on vague marketing fluff.

SEMANTIC COHERENCE

Homepage promise vs. Sub-page reality.

18

90% Reputation

There is virtually zero semantic drift between the homepage and sub-pages. The homepage H1 'We exist to beat cancer' is directly supported by the Our Research page which details specific focus areas (prevention, detection, treatment) and the Donate page which provides a peer-reviewed citation (Falcaro et al. The Lancet 2021) for its impact claims. The messaging remains consistent across donor-facing and information-seeking pathways.

TRUST & PROOF

Verifiable evidence vs. Trust Theatre.

14

70% Reputation

DIAGNOSIS: TRUST THEATRE

The site triggers a trust theatre flag because it displays review counts (6 on homepage, 49 on about-cancer) without providing direct proof_links_count to third-party verification platforms. However, this is significantly mitigated by the inclusion of 'References' sections on sub-pages that link to external scientific journals like PubMed and The Lancet, providing a higher level of proof than standard commercial testimonials.

EVIDENCE: PROOF DENSITY

Proof density is very high, with 8+ instances of specific evidence found across the crawl. Key data points include the number of researchers (4,000+), the number of cancer types studied (200), and the specific efficacy of the HPV vaccine (preventing 90% of cervical cancer). The ratio of verifiable evidence to vague assertions is among the best in the industry.

COMMODITY FINGERPRINT

Detection of industry cliches/templates.

10

67% Reputation

The site uses several industry clichés found in the pattern dictionary, including 'making a difference', 'changing lives', and 'together we can'. These are standard for the NGO sector but are anchored by a unique value proposition: 'You donate. We discover.' The template fingerprints like 'Our Mission' and 'Get Involved' are present but the body text is sufficiently unique to the organization's specific research focus to avoid heavy penalties.

IDENTITY & AUTHORITY

Expert verifiability & Schema depth.

15

100% Reputation

DIAGNOSIS: AUTHORITY GAPS

Authority gaps are non-existent. The schema_json is robust, identifying the entity as an NGO with sameAs links to its Wikipedia profile and major social footprints. Experts and collaborators are named specifically (e.g., Hannah Fry, Dame Deborah James, Bobby Moore OBE), and the organization's 120-year history is documented with specific founding dates (1902).

EVIDENCE: PERFORMANCE VS. CLAIMS

There is no disconnect between marketing tone and demonstrated performance. Bold claims about survival rates are explicitly backed by longitudinal data (survival doubling from 1 in 4 to 2 in 4 since the 1970s). The site demonstrates its science-first positioning by mentioning its partnership with Goalhanger for a science podcast and Channel 4 for a documentary, showing external validation of its expertise.

[See how to improve >](#)

INDUSTRY MATCH & SCORE SUMMARY

Charities, Nonprofits & NGOs Reputation: Cancer Research UK
(www.cancerresearchuk.org)

Reputation: 81 / 100

INDUSTRY CLASSIFICATION

The site perfectly matches the Charities, Nonprofits & NGOs category. The content is heavily focused on the core NGO functions of fundraising, research funding, and public information dissemination, supported by specific references to the NHS and UK-specific cancer statistics.

"The low score of 81 is driven by the organization's heavy reliance on scientific citations and specific metrics over generic marketing language. The few points lost are primarily due to industry-standard cliché usage and the technical 'trust theatre' flag of showing review numbers without verification links."

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://www.cancerresearchuk.org> 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 16, 2026

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