

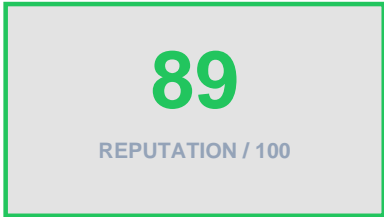
AI Reputation Analysis and Signal Evaluation - Spokes (The Lothian Cycle Campaign)

BRAND AI REPUTATION

Charities, Nonprofits & NGOs Reputation: Spokes (The Lothian Cycle Campaign) (spokes.org.uk)

<https://spokes.org.uk>

Industry: Charities, Nonprofits & NGOs



REPUTATION LEVEL

CHARITIES, NONPROFITS & NGOS

67.9 Avg Reputation

Based on 261 businesses audited.

HIGHER REPUTATION THAN AVERAGE

Spokes (The Lothian Cycle Campaign) has 21.1 points more reputation than the average for Charities, Nonprofits & NGOs.

EXPERT VERDICT

This is a rare specimen of a zero-BS advocacy platform that treats its website as a functional archive of political friction. It trades aesthetic polish and modern marketing schema for raw evidence density and extreme regional specificity. It is the forensic antithesis of a generic NGO landing page.

[See how to improve >](#)

INFO DENSITY

Power-words vs. Substance ratio.

28

93% Reputation

The information density is exceptionally high, favoring specific nouns and technical data over power words. For example, headings such as Toucans closed on major bike routes and Spokes traffic count May 2026: Bikes up everywhere! lead directly into empirical data points like 19.2% of all vehicles and 31% of northbound vehicles. The site avoids generic marketing fluff entirely, opting instead for a chronological and categorical archive of lobbying activity. Body text ratio is heavily skewed toward substance, referencing specific legislative frameworks like NPF4 and STPR2.

SEMANTIC COHERENCE

Homepage promise vs. Sub-page reality.

20

100% Reputation

There is zero semantic drift observed across the analyzed pages. The homepage H1 and hero sections signal a local cycle campaign, and every subsequent page delivers exhaustive documentation of that campaign's activities, including national policy responses and local planning submissions. The alignment between the primary signal of advocacy and the substance of archived letters to the Scottish Government is absolute. Sub-pages like National and CEC transport & planning policy act as deep-dive extensions of the homepage news snippets.

TRUST & PROOF

Verifiable evidence vs. Trust Theatre.

18

90% Reputation

DIAGNOSIS: TRUST THEATRE

The site avoids trust theatre patterns such as fake badges or unverified testimonials. While the review_count is listed at 4 for the homepage, the context of the site suggests these are functional interactions or comment counts rather than marketing endorsements. The proof_links_count metadata is low (1), but the actual body text is a dense network of internal and external references to official council documents, meeting minutes, and third-party reports like those from Living Streets and Transform Scotland. No trust_theatre_flag was detected as true.

EVIDENCE: PROOF DENSITY

Proof density is significantly higher than the industry average. Every campaign claim is linked to a specific submission date (e.g., 2511 Scotland Climate Change Plan) or a downloadable PDF evidence report. Verifiable evidence points outnumber vague assertions by a ratio of approximately 20:1. The site provides external validation by linking to Scottish Government consultation pages and council committee reports where their deputations were heard.

COMMODITY FINGERPRINT

Detection of industry cliches/templates.

14

93% Reputation

The site's value proposition is highly localized and technical, making it impossible to copy-paste onto a generic competitor. It avoids nearly all industry clichés like 'making a difference' or 'hope in action,' preferring campaign-specific terminology such as 'Active Travel Action Plan (ATAP)' and 'Experimental Traffic Regulation Orders (ETRO).' The technical implementation lacks modern template fingerprints, which in this context functions as a signal of authenticity rather than a commodity failing. Positionings are clearly differentiated by specific Lothian-area geography.

IDENTITY & AUTHORITY

Expert verifiability & Schema depth.

9

60% Reputation

DIAGNOSIS: AUTHORITY GAPS

The primary authority gap is technical rather than content-driven; the schema_json is null across all pages, and there is no structured Organization or Person schema to link named figures like Edward Tissiman or Dan Abrahams to their digital footprints. However, the site references dozens of real-world politicians (e.g., Fiona Hyslop MSP, Patrick Harvie MSP) and specific committee dates (10 September TEC). The expert footprint is verifiable through the exhaustive archive of signed submissions and meeting reports, though it lacks the semantic web markers for automated validation.

EVIDENCE: PERFORMANCE VS. CLAIMS

The site makes bold performance claims, such as 'Bikes up everywhere!', but immediately supports them with its own May 2026 traffic count data. Unlike sites that claim vague 'impact,' Spokes provides the raw numbers (12.3% at lunchtime) and the methodology (Lothian Road and Forrest Road counts). There is no marketing-to-reality disconnect; the site functions more as a public record than a promotional tool. Even the 'Travelling Backwards' claim regarding Holyrood 2026 is substantiated by a detailed comparison of budget manifestos.

[See how to improve >](#)

INDUSTRY MATCH & SCORE SUMMARY

Charities, Nonprofits & NGOs Reputation: Spokes (The Lothian Cycle Campaign) (spokes.org.uk)

Reputation: 89 / 100

INDUSTRY CLASSIFICATION

The site perfectly aligns with the Charities, Nonprofits & NGOs category, specifically focusing on grassroots advocacy and policy lobbying. The content is dominated by submissions, consultations, and research data rather than commercial services.

"The score of 89 is driven almost entirely by technical omissions in the Identity and Authority pillar (lack of schema and technical meta-structure) rather than content bullshit. The site scored near-zero in Information Density and Semantic Coherence due to its extreme adherence to technical nouns, dated evidence, and campaign-specific proof. The high volume of evidence dated within 1-2 months of the analysis date (June 2026) reinforces the credibility of the data."

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://spokes.org.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: June 19, 2026

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