

AI Reputation Analysis and Signal Evaluation - Persil

BRAND AI REPUTATION

Cleaning, Maintenance & Janitorial Services Reputation: Persil (persil.com)

https://persil.com

Industry: Cleaning, Maintenance & Janitorial Services



CLEANING, MAINTENANCE & JANITORIAL SERVICES

55.6 Avg Reputation

Based on 119 businesses audited.

REPUTATION LEVEL

HIGHER REPUTATION THAN AVERAGE

Persil has 26.4 points more reputation than the average for Cleaning, Maintenance & Janitorial Services.

EXPERT VERDICT

Persil is a textbook example of high-substance brand marketing. By anchoring its social and sustainability claims in specific survey data and technical material specifications, it eliminates the fluff typically found in the cleaning sector. It is one of the few sites where the marketing narrative is actually secondary to the provided evidence.

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INFO DENSITY

Power-words vs. Substance ratio.

23

77% Reputation

The site demonstrates a high substance-to-fluff ratio, particularly on the 'Every Stain' and 'Laundry Cartons' pages. For instance, the site cites a survey of 1,000 teenage girls conducted by the Youth Sport Trust in 2024 to support its social claims. The packaging page provides specific material breakdowns, stating cartons are made of 70% paper and 30% plastic, which moves beyond generic green-cleaning claims. While the homepage H1 'SHOP SMART SERIES' is somewhat marketing-heavy, it is immediately supported by a specific list of 12 distinct product variants designed for auto-dose machines. The density of quantitative data (78% of girls stopped playing sports, 63% experienced a leak) effectively anchors the brand's narrative in forensic reality.

SEMANTIC COHERENCE

Homepage promise vs. Sub-page reality.

18

90% Reputation

There is minimal semantic drift between the homepage promises and sub-page delivery. The homepage sets a signal of 'Smart Series' laundry solutions which the product sub-page clarifies with distinct categories like 'Ultimate Capsules' and 'Wonder Wash.' The campaign page 'Every Stain Should Be Part of the Game' perfectly supports the brand's long-standing 'Dirt Is Good' positioning by focusing on a specific, stigmatized type of stain. No contradictions were found where premium claims were undercut by budget-basement service offerings. The messaging remains focused on high-performance stain removal across all audited URLs.

TRUST & PROOF

Verifiable evidence vs. Trust Theatre.

20

100% Reputation

DIAGNOSIS: TRUST THEATRE

The trust signals are slightly unconventional for a major brand, as the meta-data shows a review_count of only 2 across all pages, which suggests a technical limitation in the crawl or a very new implementation of review schema. However, the site avoids 'trust theatre' flags by not using unverified five-star badges or anonymous testimonials. Instead, it relies on institutional trust through its partnership with Arsenal and data from the Youth Sport Trust. The presence of actual proof links, such as the 'Recycle Now' tool, provides a verification path that validates its sustainability claims.

EVIDENCE: PROOF DENSITY

Proof density is significantly higher than the industry average. Across the four pages, there are at least 15 distinct quantitative proof points (percentages, participant counts, and material ratios). The reliance on a dated 2024 survey and specific recycling instructions for different UK local authorities provides a high level of verifiable evidence. The ratio of evidence to vague assertion is approximately 3:1, which is rare for consumer-facing detergent sites.

COMMODITY FINGERPRINT

Detection of industry clichés/templates.

11

73% Reputation

The brand avoids the typical commodity fingerprints of the cleaning industry, such as 'reliable and trustworthy' or 'satisfaction guaranteed.' Its value proposition is highly differentiated; while competitors focus on cleanliness as perfection, Persil's 'Every Stain' campaign positions stains as evidence of participation and bravery. The 'Laundry Cartons' section provides technical details about plastic lining and plastic spouts that are specific to their product innovation, rather than using generic 'eco-friendly' clichés. The content is uniquely tied to the brand's Arsenal partnership, making it impossible to copy-paste this positioning onto a competitor site.

IDENTITY & AUTHORITY

Expert verifiability & Schema depth.

15

100% Reputation

DIAGNOSIS: AUTHORITY GAPS

The site has zero authority gaps, utilizing robust Schema.org structured data including Brand, Organization, and ItemList types. It names specific high-profile authorities like Arsenal captain Kim Little and players Beth Mead and Leah Williamson, connecting the brand to verifiable real-world figures. The technical implementation is clean, with a clear heading hierarchy and valid sameAs links to official social media footprints. There are no claims of expertise that lack a corresponding digital trail or institutional backing.

EVIDENCE: PERFORMANCE VS. CLAIMS

The marketing tone is assertive but generally backed by technical or social evidence. The claim of '1st time stain removal' is aggressive, but the site provides specific 'Game Plan' steps and identifies the specific liquid detergents (Bio, Colour, Non-Bio) required to achieve the result. The disconnect is minimal because the site acknowledges the difficulty of certain stains, such as the 68% of survey respondents who find period stains hard to remove, rather than claiming magic results. The use of real athletes rather than stock photos of cleaners adds a layer of authentic performance demonstration.

[See how to improve >](#)

INDUSTRY MATCH & SCORE SUMMARY

Cleaning, Maintenance & Janitorial Services Reputation: Persil (persil.com)

Reputation: 82 / 100

INDUSTRY CLASSIFICATION

Persil is a manufacturing brand within the Cleaning, Maintenance & Janitorial sector. The content aligns with this category, focusing on laundry detergent products and stain removal protocols, although it operates as a product-led brand rather than a service provider.

"The low score of 82 reflects a highly substantive digital presence. The Information Density (7) and Trust and Proof (5) scores were the only areas with minor points, primarily due to the low number of customer reviews and the thinness of the product-only listing page. The brand's technical authority and semantic consistency are near perfect."

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://persil.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: May 30, 2026

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