

# AI Reputation Analysis and Signal Evaluation - Balham Double Glazing

## BRAND AI REPUTATION

### Construction, Contractors & Building Services Reputation: Balham Double Glazing (balhamdoubleglazing.co.uk)

<https://balhamdoubleglazing.co.uk>

Industry: Construction, Contractors & Building Services



REPUTATION LEVEL

## CONSTRUCTION, CONTRACTORS & BUILDING SERVICES

### 53.6 Avg Reputation

Based on 354 businesses audited.

#### LOWER REPUTATION THAN AVERAGE

Balham Double Glazing has 31.6 points less reputation than the average for Construction, Contractors & Building Services.

## EXPERT VERDICT

This site is a high-gloss SEO mask designed for lead harvesting rather than demonstrating craftsmanship. It provides maximum keyword coverage for Balham postcodes but zero technical or institutional evidence to back its 'trusted expert' signals.

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## INFO DENSITY

Power-words vs. Substance ratio.

8

27% Reputation

The site suffers from extreme Concept Repetition, where a massive list of 12 services (from Bi-Folding Doors to Cat Flap Fitter) is repeated in the heading hierarchy (H3) and body text of every single analyzed page. Power words like 'premium,' 'top-rated,' and 'expert' are used liberally in headings without accompanying technical nouns or brand names (e.g., [H2] Why Choose Aluminium Bifolding Doors?). Body text is dominated by postcode stuffing (SW1V to SW20) rather than technical specifications, installation protocols, or material grades.

## SEMANTIC COHERENCE

Homepage promise vs. Sub-page reality.

8

40% Reputation

There is a notable disconnect between the 'Local, Trusted' positioning and the structured data, which claims to serve the 'UK' generally while specifically listing Surrey postcodes (RH1, RH2) that conflict with the London-centric (SW) text. The homepage promises 'honest advice' and 'personal service,' but the sub-pages deliver identical, template-based copy with zero variations in the value proposition. This indicates the site functions as a lead-generation shell rather than a localized business portfolio.

## TRUST & PROOF

Verifiable evidence vs. Trust Theatre.

3

15% Reputation

### DIAGNOSIS: TRUST THEATRE

The site exhibits high Trust Theatre; schema\_json reports a suspicious 5.0 rating across 152 reviews, while the actual 'What Our Customers Say' sections contain only three anonymous-style testimonials (James T., Rebecca M., Aaron B.) without dates or links to third-party verification. With a proof\_links\_count of 0 across all pages, claims of being 'top-rated' and 'trusted' are entirely self-referential and unverifiable.

### EVIDENCE: PROOF DENSITY

The ratio of verifiable proof to assertions is near zero. While the site mentions 'named' customers in its testimonial blocks, the lack of external proof paths (0 proof\_links\_count) and the use of stock-style image descriptions ([IMG: customer support member]) suggests a lack of actual project documentation. The only specific data point is a phone number and a physical address in Balham.

## COMMODITY FINGERPRINT

Detection of industry cliches/templates.

0

0% Reputation

The site is a textbook example of a commodity template. Sections like 'Why Choose Us' and 'Areas We Cover' use 100% generic language ('skilled fitters,' 'competitive prices') that could be swapped with any competitor in the UK without losing meaning. It matches nearly every value\_prop\_cliche in the industry dictionary, including 'foundations of trust' and 'your local experts.'

## IDENTITY & AUTHORITY

Expert verifiability & Schema depth.

3

20% Reputation

### DIAGNOSIS: AUTHORITY GAPS

There is a total absence of named human authority or professional accreditation; no person schema is used, and no individual team members or directors are identified. Despite claiming 'over 15 years of experience' on the UPVC page, there is no digital footprint connecting the business to trade bodies like FENSA, GGF, or TrustMark, which are standard for this industry level.

### EVIDENCE: PERFORMANCE VS. CLAIMS

The site makes bold claims about energy efficiency (A-rated double glazing) and security (PAS 24 Compliant) without providing a single datasheet, manufacturer name, or U-value calculation. It promises 'fixed-price quotes with no hidden charges' but lacks a pricing framework or even starting-at prices, which is a classic disconnect between marketing signal and financial substance.

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## INDUSTRY MATCH & SCORE SUMMARY

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**Construction, Contractors & Building Services Reputation: Balham Double Glazing (balhamdoubleglazing.co.uk)**

**Reputation: 22 / 100**

### INDUSTRY CLASSIFICATION

The site content aligns perfectly with the Double Glazing and Door Installation niche of the Construction industry. However, the depth of technical construction detail is subordinate to localized SEO targeting.

*"The score of 22 is driven primarily by the Commodity Fingerprint (15/15) and Trust Theatre (17/20). The systemic use of repetitive template blocks and the total lack of external proof paths (0 proof\_links\_count) despite claiming 152 reviews creates a massive substance gap."*

### 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://balhamdoubleglazing.co.uk> to view the most current version of its content and see directly what this company is about and what it offers.

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Verified Analysis Date: May 21, 2026

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