

# AI Reputation Analysis and Signal Evaluation - CertainTeed

## BRAND AI REPUTATION

### Construction, Contractors & Building Services Reputation: CertainTeed (certainteed.com)

https://certainteed.com

Industry: Construction, Contractors & Building Services



## CONSTRUCTION, CONTRACTORS & BUILDING SERVICES

### 53.6 Avg Reputation

Based on 354 businesses audited.

REPUTATION LEVEL

#### LOWER REPUTATION THAN AVERAGE

CertainTeed has 23.6 points less reputation than the average for Construction, Contractors & Building Services.

## EXPERT VERDICT

CertainTeed's digital presence is a facade of authority undermined by technical negligence. The presence of '0+' placeholders in their primary impact statistics is a catastrophic BS indicator that suggests the site is a poorly maintained template. Despite the 'science-built' branding, the content provides almost no forensic evidence of engineering superiority.

[See how to improve >](#)

## INFO DENSITY

Power-words vs. Substance ratio.

9

30% Reputation

The site suffers from high fluff saturation in its primary real estate. The H1 'Built for Protection. Built for Confidence. Built for Resilience.' contains zero specific nouns or metrics. Most critically, the 'Why CertainTeed' section contains four H2/H5 blocks with placeholders: '0+ years,' '0+ products,' '0+ MW,' and '0+ manufacturing locations.' This represents a total failure of substance where the most important trust data is literally missing. The body text relies on vague assertions like 'quality standards that lead the industry' without citing the specific ISO or ASTM standards involved.

## SEMANTIC COHERENCE

Homepage promise vs. Sub-page reality.

12

60% Reputation

There is significant drift between the homepage's positioning and the product reality. The homepage repeatedly uses the slogan 'This is the house that science built' (6 instances in H6 tags), but the sub-pages fail to provide scientific data, R&D white papers, or lab test results to justify this claim. While the homepage suggests 'cutting-edge commercial spaces,' the sub-pages focus heavily on standard 'How To' content and generic 'Get Inspired' galleries, moving from a technical/innovation signal to a basic retail-contractor signal.

## TRUST & PROOF

Verifiable evidence vs. Trust Theatre.

3

15% Reputation

### DIAGNOSIS: TRUST THEATRE

The site is a textbook example of Trust Theatre. Across all four pages, there are review counts (ranging from 3 to 8), but the `proof_links_count` is 0 on every single page. This indicates that while reviews are being leveraged as a trust signal, they are not linked to verifiable third-party platforms or authenticated sources. Furthermore, the `trust_theatre_flag` is true on all pages, highlighting the use of 'credentialed contractor' badges without providing a public link to the accreditation requirements.

### EVIDENCE: PROOF DENSITY

Proof density is extremely low. Out of 7,222 characters on the homepage, only a handful of specific projects are named (Williams College of Business Administration, Youngstown State University). The rest of the content is dominated by repetitive H6 slogans ('This is the house that science built') and broken placeholder statistics. The ratio of vague assertions to verifiable proof points is approximately 10:1.

## COMMODITY FINGERPRINT

Detection of industry cliches/templates.

5

33% Reputation

The site heavily uses industry clichés such as 'built for your vision,' 'get the job done right,' and 'transform your space.' The 'Find a Pro' and 'Get Inspired' sections follow standard commodity templates for building material manufacturers. The value proposition of 'all six sides' is somewhat unique, but it is buried under generic marketing language that could easily be applied to competitors like GAF or Owens Corning.

## IDENTITY & AUTHORITY

Expert verifiability & Schema depth.

1

7% Reputation

### DIAGNOSIS: AUTHORITY GAPS

Authority is severely compromised by technical omissions. The `schema_json` is null for every page, indicating a lack of structured data to support its 'leading brand' claims. There are no `sameAs` links to industry associations or verified corporate entities in the metadata. While 'Kevin Reeves' is mentioned in the clean text, there is no professional biography or Person schema to establish him as a verifiable expert or authority within the firm.

### EVIDENCE: PERFORMANCE VS. CLAIMS

The site claims its roofing systems can 'stop algae' and 'withstand wind, rain, and hail,' yet it provides no specific wind speed ratings (e.g., Class 4 impact resistance) or warranty durations in the primary headings or summaries. The disconnect is most visible in the 'science-driven solutions' claim, which is treated as a catchphrase rather than a technical methodology, as no actual engineering specifications are provided in the crawled data.

[See how to improve >](#)

## INDUSTRY MATCH & SCORE SUMMARY

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**Construction, Contractors & Building Services Reputation: CertainTeed (certainteed.com)**

**Reputation: 30 / 100**

### INDUSTRY CLASSIFICATION

The site aligns perfectly with the Construction and Building Materials industry. The content focuses on manufacturing and distribution of roofing, siding, insulation, and gypsum products for residential and commercial applications.

*"The score of 30 is driven primarily by the 'Information Density' pillar (the 0+ placeholders) and the 'Trust and Proof' pillar (unverified reviews). The total lack of schema and the repetition of the 'science' slogan without technical substance also contributed to the High BS rating. Only the mention of specific commercial projects prevented the score from reaching the 'Extreme BS' range."*

### 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://certainteed.com> 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 29, 2026

**(c) 1EuroSEO Independent Evaluator - Non-Sponsored Result**