

# AI Reputation Analysis and Signal Evaluation - Robinson & Foster Glass Ltd

## BRAND AI REPUTATION

Construction, Contractors & Building Services  
Reputation: Robinson & Foster Glass Ltd  
([www.doubleglazingwarrington.com](http://www.doubleglazingwarrington.com))

<https://www.doubleglazingwarrington.com>

Industry: Construction, Contractors & Building Services



REPUTATION LEVEL

## CONSTRUCTION, CONTRACTORS & BUILDING SERVICES

**53.6 Avg Reputation**

Based on 354 businesses audited.

### HIGHER REPUTATION THAN AVERAGE

Robinson & Foster Glass Ltd has 17.4 points more reputation than the average for Construction, Contractors & Building Services.

## EXPERT VERDICT

This site is a rare example of low-BS trade marketing, trading high-gloss fluff for hard technical specs and transparent starting prices. While it suffers from basic technical SEO and identity structure issues, it provides more forensic evidence of actual capability than 90% of its competitors.

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## INFO DENSITY

Power-words vs. Substance ratio.

22

73% Reputation

Information density is remarkably high for a local contractor site. While the site uses some power words like market leading and professional, it anchors these with extremely rare substance: actual starting prices for repairs (e.g., UPVC Hinges from £50, Mechanisms from £75). This move from generic low cost claims to specific numerical benchmarks significantly reduces the fluff-to-substance ratio.

## SEMANTIC COHERENCE

Homepage promise vs. Sub-page reality.

19

95% Reputation

Semantic drift is virtually non-existent; the homepage promises double glazing repairs and installations in Warrington, and the sub-pages deliver granular details on those exact services, including specific brand names like Solidor and Virtuoso. There is no disconnect between the local positioning and the service delivery, avoiding the common trap of claiming enterprise-level status while serving domestic clients.

## TRUST & PROOF

Verifiable evidence vs. Trust Theatre.

16

80% Reputation

### DIAGNOSIS: TRUST THEATRE

The site displays a moderate review count (7 to 14) and maintains a proof\_links\_count of 2, indicating some external validation. However, it falls into minor trust theatre by claiming to be Warringtons Number 1 without citing a specific award or independent ranking. The mention of Fensa Certification is a strong signal, though the lack of a displayed registration number or direct link to the Fensa database prevents a perfect score.

### EVIDENCE: PROOF DENSITY

The proof density is bolstered by the mention of specific hardware specifications, such as 70 mm Featured outer frames and PCE low level gaskets. These technical details provide more substance than typical marketing fluff. However, the ratio is slightly lowered by the absence of a named project portfolio or gallery showing actual completed work in the Warrington area.

## COMMODITY FINGERPRINT

Detection of industry cliches/templates.

8

53% Reputation

The site contains several industry cliches such as over 20 Years of Experience and Fast, Free, Friendly Quotations, which are high-frequency patterns in the trade sector. The value proposition is somewhat commoditized, though the specific focus on cat flap installation into double glazed units provides a unique positioning that separates it from standard window fitters. Template-style contact blocks (H5 and H6 tags) are overused across all six pages.

## IDENTITY & AUTHORITY

Expert verifiability & Schema depth.

6

40% Reputation

### DIAGNOSIS: AUTHORITY GAPS

Authority is the weakest pillar due to a lack of individual digital footprints for Robinson or Foster. The structured data is limited to a basic WebSite schema rather than a detailed LocalBusiness or Organization schema with sameAs links to social profiles or professional directories. Technical authority is also hampered by a fragmented heading hierarchy where H6 tags are misused to display a website URL.

### EVIDENCE: PERFORMANCE VS. CLAIMS

The disconnect is minimal because the site avoids over-promising; it claims to reduce energy bills by as much as 15%, which is a plausible and relatively conservative figure compared to typical industry hyperbole. The main disconnect is the usage of the term market leading which is a standard fluff claim that lacks any data-driven support on the site.

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## INDUSTRY MATCH & SCORE SUMMARY

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**Construction, Contractors & Building Services Reputation: Robinson & Foster Glass Ltd (www.doubleglazingwarrington.com)**

**Reputation: 71 / 100**

### INDUSTRY CLASSIFICATION

The content perfectly aligns with the Construction, Contractors & Building Services category, specifically targeting the niche of UPVC installation, glazing repairs, and domestic security enhancements. The inclusion of specific trade-specific terminology such as Fensa Certification, A-Rated glass, and multi-chambered frames confirms a deep industry fit.

*"The score of 71 was primarily driven by high Identity and Authority gaps (9) and Commodity Fingerprints (7), reflecting a technically basic web presence. However, the score remains low because of the high information density provided by specific repair pricing and technical hardware descriptions, which are significant BS-neutralizers."*

### 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.doubleglazingwarrington.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 21, 2026

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