

AI Reputation Analysis and Signal Evaluation - Quicksand Flooring Ltd (London Floor Restoration)

BRAND AI REPUTATION

Construction, Contractors & Building Services
Reputation: Quicksand Flooring Ltd (London Floor Restoration)
(www.floorsandlondon.co.uk)

<http://www.floorsandlondon.co.uk>

Industry: Construction, Contractors & Building Services



CONSTRUCTION, CONTRACTORS & BUILDING SERVICES

53.6 Avg Reputation

Based on 354 businesses audited.

REPUTATION LEVEL

HIGHER REPUTATION THAN AVERAGE

Quicksand Flooring Ltd (London Floor Restoration) has 5.4 points more reputation than the average for Construction, Contractors & Building Services.

EXPERT VERDICT

A legitimate but poorly documented service business that relies on age as its primary differentiator. The significant mismatch between domain and schema identity creates a 'Brand Schizophrenia' that triggers BS detectors.

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INFO DENSITY

Power-words vs. Substance ratio.

18

60% Reputation

The Information Density is moderate, anchored by the specific temporal claim Professional care for your wood floors SINCE 1987 in the H3. However, the substance is diluted by high fluff saturation in headings such as Why Choose London Floor Restoration for Your Commercial Project? and body text promises like reveal the beauty that had previously faded. While it lists specific services, it lacks granular data such as square footage delivered or specific wood species expertise beyond the generic hardwood.

SEMANTIC COHERENCE

Homepage promise vs. Sub-page reality.

18

90% Reputation

There is very little messaging drift between the homepage and sub-pages; both emphasize the dual focus on domestic and commercial sectors. The H1 Commercial Floor Restoration aligns well with the H2 Contract Flooring Services for Schools, Offices and Industrial Spaces. The only significant drift is technical: the domain floorsandlondon.co.uk hosts schema data for londonfloorrestoration.co.uk, suggesting a brand identity in transition or fragmented ownership.

TRUST & PROOF

Verifiable evidence vs. Trust Theatre.

12

60% Reputation

DIAGNOSIS: TRUST THEATRE

Trust theatre is present through the claim of hundreds of happy customers while the structured data only accounts for a review_count of 5-6 and a proof_links_count of 1. Performance claims like providing a smooth, scuff-free finish and providing the very best service are generic and lack direct verification paths to a portfolio. The Instagram link provides the only external proof path, but it is not integrated as verified project evidence within the text.

EVIDENCE: PROOF DENSITY

The proof density is low, with only 1 specific date (1987) and generic review counts. Out of over 3,000 characters of text, there are zero instances of specific project names, named equipment brands (e.g., Bona, Lagler), or technical certification numbers. Vague assertions like widely popular and experienced team outweigh verifiable evidence by a ratio of roughly 10:1.

COMMODITY FINGERPRINT

Detection of industry clichés/templates.

6

40% Reputation

The site heavily utilizes industry clichés including new lease of life, expert skills, and top-quality machinery. The value proposition is highly commoditized and could be applied to any flooring contractor in the Southeast with minimal adjustment. Template language is evident in the Why Choose Us and Recent Projects sections, which function more as SEO keyword buckets than unique value propositions.

IDENTITY & AUTHORITY

Expert verifiability & Schema depth.

5

33% Reputation

DIAGNOSIS: AUTHORITY GAPS

A significant identity gap exists where the schema_json identifies the business as Quicksand Flooring Ltd but the meta-titles and H2s refer to London Floor Restoration. While Daniel Wilson is named as the Data Protection Officer in the Privacy Policy, there is no Person schema or digital footprint linking his specific trade expertise to the brand's claims. The technical implementation is hampered by the URL mismatch in the schema data.

EVIDENCE: PERFORMANCE VS. CLAIMS

The site makes bold claims about being a specialist across London and Essex but fails to name a single specific commercial client, school, or office despite having headings dedicated to them. The claim to revive aged or water-damaged floor is a high-stakes technical promise that remains unsubstantiated by case studies or technical protocols. The Recent projects H2 is followed by a generic call to action rather than actual project data.

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INDUSTRY MATCH & SCORE SUMMARY

Construction, Contractors & Building Services Reputation: Quicksand Flooring Ltd (London Floor Restoration) (www.floorsandlondon.co.uk)

Reputation: 59 / 100

INDUSTRY CLASSIFICATION

The site perfectly matches the Construction and Floor Restoration industry category. The content is heavily saturated with trade-specific terminology such as floor staining, floor-filling, parquet floor sanding, and hardwood floor maintenance.

"The score of 59 is driven largely by Identity and Authority gaps and Trust and Proof deficiencies. The technical misalignment of the schema URL and the lack of verifiable evidence for the 'hundreds of customers' claim are the primary BS contributors. Information Density is saved from a higher penalty only by the specific 1987 founding date."

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 <http://www.floorsandlondon.co.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: May 21, 2026

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