

AI Reputation Analysis and Signal Evaluation - Glass Replacements Ltd

BRAND AI REPUTATION

Construction, Contractors & Building Services
Reputation: Glass Replacements Ltd
(www.glassreplacementsltd.co.uk)

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

Industry: Construction, Contractors & Building Services



REPUTATION LEVEL

CONSTRUCTION, CONTRACTORS & BUILDING SERVICES

53.6 Avg Reputation

Based on 354 businesses audited.

HIGHER REPUTATION THAN AVERAGE

Glass Replacements Ltd has 24.4 points more reputation than the average for Construction, Contractors & Building Services.

EXPERT VERDICT

This website is a benchmark for low-BS trade positioning. It prioritizes technical specifications and family-led authenticity over high-gloss marketing fluff, providing genuine substance for both trade partners and domestic customers.

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INFO DENSITY

Power-words vs. Substance ratio.

23

77% Reputation

Information density is exceptionally high for this industry. Instead of vague claims, the text cites technical standards like BSEN 1279, specific U-values (1.9 with 4mm cavity), and exact glass thicknesses (4mm to 19mm). The fluff headings are minimal, with substance-heavy markers like 'Heritage Slimline Double Glazed Units' and '8mm perimeter sightline' providing immediate technical value.

SEMANTIC COHERENCE

Homepage promise vs. Sub-page reality.

19

95% Reputation

Drift is nearly non-existent. The homepage promises in-house double-glazed unit manufacturing and same-day repairs, and the sub-pages deliver granular evidence of this capability, including a 12-step installation guide for heritage units. There is a clean alignment between the 'For All Your Glass' H1 and the categorized product pages.

TRUST & PROOF

Verifiable evidence vs. Trust Theatre.

12

60% Reputation

DIAGNOSIS: TRUST THEATRE

Minor trust theatre is detected where sub-pages like Glass Splashbacks and Heritage Double Glazing display review counts (10 and 4 respectively) with a proof_links_count of 0. While the homepage provides a proof link for its 86 reviews, the lack of verification paths on sub-pages suggests these may be manual testimonials rather than third-party feeds.

EVIDENCE: PROOF DENSITY

The proof density is high, particularly on the Heritage and Double Glazing pages. Verifiable evidence includes the mention of UKCA inspection, use of specific branded components (Pilkington Texture Glass), and the provision of technical diagrams for unit profiles.

COMMODITY FINGERPRINT

Detection of industry cliches/templates.

11

73% Reputation

The site uses standard industry clichés such as 'quality craftsmanship' and 'decades of experience' (matched 5 times). However, these are anchored by a unique value proposition—the 'Eco Slim' heritage line—and a highly specific company history involving named individuals (Alan Gibson and his sons), which prevents the content from being copy-pasteable onto a competitor.

IDENTITY & AUTHORITY

Expert verifiability & Schema depth.

13

87% Reputation

DIAGNOSIS: AUTHORITY GAPS

There is a minor authority gap regarding named experts. While the site provides a detailed family history naming Owen, Neil, and Ashley Gibson as leaders, there is no Person schema or sameAs links to verify their professional footprint or industry credentials in the structured data.

EVIDENCE: PERFORMANCE VS. CLAIMS

There is almost no disconnect between marketing tone and demonstrated capability. Bold claims like 'optimal insulation' are immediately followed by technical specifications (Argon gas-filled, Planitherm Futur N), and aesthetic claims are supported by a vast list of specific RAL and brand-name color options (Farrow and Ball, Dulux).

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INDUSTRY MATCH & SCORE SUMMARY

Construction, Contractors & Building Services Reputation: Glass Replacements Ltd (www.glassreplacementsltd.co.uk)

INDUSTRY CLASSIFICATION

The website perfectly aligns with the Construction, Contractors & Building Services category, specifically as a specialized glass manufacturer and glazing contractor. The content is heavily saturated with trade-specific technical details rather than broad building clichés.

"The score of 78 is driven primarily by minor trust theatre on sub-pages and the absence of Person schema. The site avoided high penalties due to its significant technical specificity and clear semantic alignment between claims and product evidence."

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.glassreplacementsltd.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 22, 2026

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