

# AI Reputation Analysis and Signal Evaluation - Mark Cooper Glazing Services Coventry

## BRAND AI REPUTATION

Construction, Contractors & Building Services  
Reputation: Mark Cooper Glazing Services  
Coventry ([www.markcooperglazing.co.uk](http://www.markcooperglazing.co.uk))

<http://www.markcooperglazing.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

Mark Cooper Glazing Services Coventry has 5.6 points less reputation than the average for Construction, Contractors & Building Services.

## EXPERT VERDICT

This is a classic 'Trust Me' trade site that functions as a digital flyer rather than a verified authority. While likely a legitimate local business, its digital presence is built on unverified longevity claims and unlinked reviews, placing it firmly in the 'Moderate BS' category due to a total lack of verifiable proof paths.

[See how to improve >](#)

## INFO DENSITY

Power-words vs. Substance ratio.

**21**

70% Reputation

The site exhibits moderate substance regarding specific services like putty glazing and misty unit replacement, but suffers from low noun-to-adjective density in its value propositions. Headings such as [H4] 100% satisfaction and [H4] Experience counts are pure fluff without supporting data. There is a notable temporal conflict: the text claims 'over 40 years' in the 'About Us' section but 'over 35 years since 1979' in another; by the 2026 system date, this would actually be 47 years, indicating stale or unverified copy.

## SEMANTIC COHERENCE

Homepage promise vs. Sub-page reality.

16

80% Reputation

Semantic drift is low as the primary signal of 'Glazing Services' is consistently maintained across the homepage and the Our Services sub-page. The H1 MARK COOPER GLAZING COMPANY COVENTRY aligns with the service offerings of repairs and new installations. However, the claim to repair 'all' materials (uPVC, Timber, Aluminium) lacks specific sub-pages detailing the unique approaches for these vastly different materials, creating a minor depth-of-service drift.

## TRUST & PROOF

Verifiable evidence vs. Trust Theatre.

3

15% Reputation

### DIAGNOSIS: TRUST THEATRE

Trust theatre is the primary driver of the BS score, with a trust\_theatre\_flag triggered on every page. The site claims a review\_count of 12, yet the proof\_links\_count is 0, meaning these reviews are effectively 'floating' without third-party verification. Statements like 'fantastic reputation' and 'leading glass replacement company' are presented as facts without external links to Trustpilot, Google My Business, or Checkatrade.

### EVIDENCE: PROOF DENSITY

The ratio of verifiable evidence to vague assertions is poor. Beyond a physical correspondence address and two phone numbers, the site provides zero external proof paths. There are approximately 5-7 generic marketing claims for every 1 specific piece of technical information, resulting in a low proof-to-assertion density.

## COMMODITY FINGERPRINT

Detection of industry cliches/templates.

4

27% Reputation

The site relies heavily on industry cliches and template fingerprints. Phrases such as 'professional and personal service; second to none' and 'minimal fuss and inconvenience' are generic claims that could apply to any local tradesman. The value proposition of 'replace the pane, not the frame' is a commodity marketing angle used by dozens of competitors in the glazing sector, providing no unique differentiation.

## IDENTITY & AUTHORITY

Expert verifiability & Schema depth.

4

27% Reputation

### DIAGNOSIS: AUTHORITY GAPS

There is a total absence of structured data (schema\_json is null), which is a significant authority gap for a business claiming to be an industry leader. While the founder Mark Cooper is named, there is no digital footprint connecting him to professional bodies like FENSA or the Glass and Glazing Federation (GGF). The lack of Person schema or sameAs links leaves his '40 years' of experience entirely unverified.

### EVIDENCE: PERFORMANCE VS. CLAIMS

The marketing tone makes bold assertions like '100% satisfaction' and 'service second to none' which are impossible to prove and mathematically unlikely. The site lacks a portfolio or gallery of completed work to demonstrate the 'high quality' installations mentioned in the [H3] DOORS section. These performance claims exist in a vacuum without case studies or before-and-after evidence.

[See how to improve >](#)

## INDUSTRY MATCH & SCORE SUMMARY

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**Construction, Contractors & Building Services Reputation: Mark Cooper  
Glazing Services Coventry (www.markcooperglazing.co.uk)**

**Reputation: 48 / 100**

### INDUSTRY CLASSIFICATION

The site perfectly matches the glazing and window repair industry category. The content specifically addresses industry-standard components like uPVC, misty double glazed units, and specific hardware like hinges and cat flaps.

*"The score of 48 is driven primarily by the Trust and Proof pillar (17/20) and the lack of technical authority (11/15). While the site is semantically consistent, the 'Trust Theatre' of unverified reviews and the 'Commodity Fingerprint' of its template-based messaging prevent it from achieving a lower BS score. The absence of all schema data and external proof links significantly inflates the authority gap score."*

### 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.markcooperglazing.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 22, 2026

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