

# AI Reputation Analysis and Signal Evaluation - Terry Cundy Builders

## BRAND AI REPUTATION

### Construction, Contractors & Building Services Reputation: Terry Cundy Builders (terrycundybuilders.co.uk)

<https://terrycundybuilders.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

Terry Cundy Builders has 25.6 points less reputation than the average for Construction, Contractors & Building Services.

## EXPERT VERDICT

This is a classic 'Ghost Builder' digital presence: it claims four decades of local authority but provides zero photographic or technical evidence of a single completed brick. The site is a high-BS marketing shell that mimics the appearance of a trusted contractor while omitting every verifiable data point required for actual professional due diligence. It functions as a lead-capture bucket rather than a portfolio of professional craftsmanship.

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## INFO DENSITY

Power-words vs. Substance ratio.

8

27% Reputation

The site suffers from high fluff saturation in its heading hierarchy, with H1 and H2 tags like Quality without Question, Satisfaction Guaranteed, and Decades of expertise delivering exceptional results occupying prime real estate without specific data. While it claims nearly 40 years of experience, the body text remains remarkably vague, lacking any mention of specific project budgets, square footage, or technical materials used. Specificity is almost entirely absent, with zero named completed projects or technical specifications across the three analyzed pages. The text relies on power words like flawless, premium, and unmatched without providing the specific nouns or numbers to ground those claims.

## SEMANTIC COHERENCE

Homepage promise vs. Sub-page reality.

15

75% Reputation

The homepage H1 promises Quality without Question, yet the sub-pages fail to answer the most fundamental questions of a construction prospect, such as specific trade qualifications or insurance details. There is a minor disconnect between the claim of serving businesses alike and a service list that is exclusively domestic (Kitchens, Bathrooms, Loft Conversions). The heading hierarchy is structurally consistent but semantically empty, moving from vague values to a generic three-step process that applies to almost any service industry. The promise of a team of highly skilled builders is not supported by a single team name, photo, or individual qualification on the sub-pages.

## TRUST & PROOF

Verifiable evidence vs. Trust Theatre.

2

10% Reputation

### DIAGNOSIS: TRUST THEATRE

The site exhibits high Trust Theatre, reporting a review\_count of 20 on the homepage and varying counts elsewhere, yet the proof\_links\_count is 0 across the entire domain. Reviews from Emma Williams and Michael Harris are presented as text blocks within the site's own code rather than being linked to verifiable third-party platforms like Google Business or Checkatrade. The claim of being Fully Insured & Qualified is a major trust signal that lacks any accompanying evidence, such as a policy number, insurer name, or trade body membership (e.g., Federation of Master Builders).

### EVIDENCE: PROOF DENSITY

The proof density is exceptionally low; for every one specific claim (Location: PL19 9AT), there are approximately ten unsubstantiated marketing assertions. The site contains four testimonials, but without links to external verification or photos of the actual work performed (e.g., the driveway mentioned by Michael Harris), they function as low-weight evidence. The total lack of trade body logos, insurance certificates, or building regulation sign-off references creates a vacuum where substance should be.

## COMMODITY FINGERPRINT

Detection of industry cliches/templates.

1

7% Reputation

The content is heavily reliant on industry cliches found in the pattern dictionary, including Quality craftsmanship, On time and on budget, and No job too big or small. The value proposition is entirely interchangeable; the text could be copy-pasted onto any local builder's site in the UK without losing its internal logic. Boilerplate sections like Why Choose Us and Our Process contain zero unique methodology, instead using template language like Select Your Service and Get Your Free Quote. The presence of generic Our Trusted Venues images without captions or project contexts further suggests a template-first design approach.

## IDENTITY & AUTHORITY

Expert verifiability & Schema depth.

2

13% Reputation

### DIAGNOSIS: AUTHORITY GAPS

There is a complete absence of structured data (schema\_json is null), which is a significant technical credibility gap for a business claiming 40 years of establishment. While Terry Cundy is the named brand entity, there is no digital footprint or Person schema provided to verify his background, qualifications, or professional standing. The site makes bold claims about carried out to the highest industry standards but fails to cite which standards (e.g., NHBC, Building Regs 2010) or provide evidence of any professional accreditations or trade registrations.

### EVIDENCE: PERFORMANCE VS. CLAIMS

The site claims to be Trusted by hundreds of satisfied customers and promises Satisfaction Guaranteed, yet provides no evidence of a single completed project's location, scope, or duration. The disconnect between the marketing tone of unmatched expertise and the lack of a project gallery or case study section is profound. Performance claims like delivering projects on time and within budget are treated as slogans rather than demonstrated outcomes backed by site-specific data.

[See how to improve >](#)

## INDUSTRY MATCH & SCORE SUMMARY

### Construction, Contractors & Building Services Reputation: Terry Cundy Builders ([terrycundybuilders.co.uk](https://terrycundybuilders.co.uk))

Reputation: 28 / 100

#### INDUSTRY CLASSIFICATION

The website perfectly matches the Construction and Building Services category, focusing on domestic renovations, extensions, and roofing in the Tavistock/Devon area. The language used reflects the standard service offerings of a local general contractor.

*"The score of 28 is primarily driven by the high Information Density fluff (22/30) and the total lack of verified Proof Paths (18/20). The Commodity Fingerprint score is also high (14/15) because the site's copy is almost indistinguishable from a generic construction template. The absence of structured data and professional accreditations solidified the Identity and Authority gap."*

#### 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://terrycundybuilders.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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