

# AI Reputation Analysis and Signal Evaluation - All Filters LLC

## BRAND AI REPUTATION

### Ecommerce & Online Retail Reputation: All Filters LLC (allfilters.com)

https://allfilters.com

Industry: Ecommerce & Online Retail



REPUTATION LEVEL

## ECOMMERCE & ONLINE RETAIL

### 63.6 Avg Reputation

Based on 3390 businesses audited.

#### HIGHER REPUTATION THAN AVERAGE

All Filters LLC has 22.4 points more reputation than the average for Ecommerce & Online Retail.

## EXPERT VERDICT

This is a low-BS, utility-first e-commerce site that prioritizes technical compatibility over marketing theater. It functions as a specialized catalog where the Signal (we have your filter) and the Substance (here is the exact part number and price) are perfectly aligned.

[See how to improve >](#)

### INFO DENSITY

Power-words vs. Substance ratio.

27

90% Reputation

The site exhibits high substance-to-fluff ratios. While it uses some power words like 'Superior Service' and 'High-Quality,' the vast majority of the text is dedicated to technical specifics such as MERV ratings for HVAC filters and thousands of precise part numbers like 'SP-PS-0002' or 'Bosch 640565.' The sub-pages function more as a technical database than a marketing brochure, which drastically reduces fluff saturation.

### SEMANTIC COHERENCE

Homepage promise vs. Sub-page reality.

20

100% Reputation

There is virtually no drift between the homepage signal and sub-page substance. The H1 on the homepage, 'Find the Right Water Filter Replacements,' is directly fulfilled on pages like refrigeratorfilters and poolspa, which provide exhaustive compatibility charts (e.g., matching SpiroPure alternatives to OEM brands like Whirlpool or Kenmore). The pricing consistency is maintained from the schema data to the body text.

## TRUST & PROOF

Verifiable evidence vs. Trust Theatre.

14

70% Reputation

### DIAGNOSIS: TRUST THEATRE

Trust signals are modest but grounded. The review\_count of 18 is low, which avoids the 'thousands of happy customers' cliché that usually signals fabricated social proof. While the site mentions being 'rated highly on Google,' it lacks a direct outbound proof link to the third-party review profile on the analyzed pages, which accounts for the minor score in this pillar.

### EVIDENCE: PROOF DENSITY

The ratio of verifiable evidence to assertions is high. For every claim of being a 'wide selection,' the site provides hundreds of H3 headings listing specific compatible models and brands. The presence of a granular 'Cross Reference Chart' serves as functional proof of the company's inventory expertise and commitment to customer utility.

## COMMODITY FINGERPRINT

Detection of industry cliches/templates.

10

67% Reputation

The site avoids most high-level industry jargon like 'omnichannel' or 'curated collection' in favor of functional language. Some generic claims are present, such as 'best prices online' and 'customer satisfaction is our priority,' but these are secondary to the utility of the part-number search tools. The FAQ sections contain specific technical advice regarding RO systems and filter sizing rather than boilerplate template text.

## IDENTITY & AUTHORITY

Expert verifiability & Schema depth.

15

100% Reputation

### DIAGNOSIS: AUTHORITY GAPS

Authority is well-established through structured data. The JSON-LD schema includes a specific founding date (2009), a verifiable physical address in Woods Cross, UT, and social media sameAs links. It does not attempt to create fake 'expert personas,' instead relying on the brand authority of the OEM parts it carries and its own SpiroPure line.

### EVIDENCE: PERFORMANCE VS. CLAIMS

The site makes few bold performance claims that it doesn't immediately back with data. Claims of 'huge savings' are supported by comparative pricing between OEM filters and SpiroPure equivalents (e.g., Bosch OEM at \$28.45 vs. SpiroPure at \$12.95). The 'fast shipping' claim is qualified with 'Most orders are shipped the same day,' which is a standard operational promise in this niche.

[See how to improve >](#)

## INDUSTRY MATCH & SCORE SUMMARY

Ecommerce & Online Retail Reputation: All Filters LLC (allfilters.com)

Reputation: 86 / 100

### INDUSTRY CLASSIFICATION

The website perfectly aligns with the Ecommerce & Online Retail category, specifically focusing on the filtration niche. The content is heavily transactional, featuring thousands of individual SKUs, model-specific

cross-reference charts, and standard retail structural data.

*"The score of 86 is driven primarily by minor deductions in trust-path transparency and the use of a few generic value-prop cliches. The technical execution and sheer volume of specific product data effectively neutralize most BS indicators."*

#### **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://allfilters.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: June 21, 2026

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