

# AI Reputation Analysis and Signal Evaluation - Ampirra

## BRAND AI REPUTATION

### Ecommerce & Online Retail Reputation: Ampirra (ampirra.com)

https://ampirra.com

Industry: Ecommerce & Online Retail



## ECOMMERCE & ONLINE RETAIL

### 63.6 Avg Reputation

Based on 3390 businesses audited.

REPUTATION LEVEL

#### HIGHER REPUTATION THAN AVERAGE

Ampirra has 12.4 points more reputation than the average for Ecommerce & Online Retail.

## EXPERT VERDICT

Ampirra is a low-BS, high-utility niche hardware store that prioritizes technical specificity over marketing fluff. Its low score is a result of a tight signal-to-substance alignment, though it suffers from a total lack of social proof and authoritative transparency. It is a legitimate specialist site that simply hasn't populated its trust or authority signals yet.

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## INFO DENSITY

Power-words vs. Substance ratio.

25

83% Reputation

The information density is exceptionally high for an ecommerce site, favoring technical nouns like DC-DC converters, fuse boxes, and 12V wiring kits over generic marketing power words. Headings such as Lighting parts that actually fit your mini moto and Ampirra Plug & Play E-Bike Lighting System (Modular Kit) provide specific utility without fluff. The body text contains concrete technical specifications like no wire cutting and bike-specific fitment for ETM RTR and Razor MX650. There is a notable absence of vague superlative language, focusing instead on the functional attributes of the hardware.

## SEMANTIC COHERENCE

Homepage promise vs. Sub-page reality.

19

95% Reputation

There is virtually zero semantic drift between the homepage signal and the sub-page substance. The homepage H1 promises lighting parts that fit, and the Catalog and Support pages deliver exactly those bike-specific categories and installation FAQs. The messaging is highly consistent across pages, maintaining a focus on the three supported platforms: ETM RTR, Razor MX650, and Soleil 01. The search and contact pages further reinforce this by requiring bike model details to ensure fitment, validating the core brand promise.

## TRUST & PROOF

Verifiable evidence vs. Trust Theatre.

12

60% Reputation

### DIAGNOSIS: TRUST THEATRE

The site does not engage in traditional trust theatre, such as fake countdown timers or unverified five-star badges. However, the `review_count` is 0 and `proof_links_count` is 0 across all pages, meaning there is no external social proof or customer feedback to validate the technical claims. While the site is honest about its lack of reviews, the absence of any third-party verification creates a significant proof gap.

### EVIDENCE: PROOF DENSITY

The ratio of verifiable evidence to unsubstantiated claims is low because the site provides zero reviews or third-party proof links. While the technical specificity of the product descriptions acts as a form of internal proof, there are no outbound paths to verify customer satisfaction or installation success. The site relies entirely on the visitor's trust in the technical language provided in the product descriptions.

## COMMODITY FINGERPRINT

Detection of industry cliches/templates.

11

73% Reputation

The site uses a standard Shopify-style template, evident in headings like Item added to your cart and Short Emails, Great deals. While the structure is generic, the product positioning is highly unique; it is a specialist solution that would be difficult to copy-paste onto a general competitor. The use of industry-specific terms like mini moto and 12V modular kits offsets the template language, but the lack of an About Us page makes it feel like a product-only storefront.

## IDENTITY & AUTHORITY

Expert verifiability & Schema depth.

9

60% Reputation

### DIAGNOSIS: AUTHORITY GAPS

Authority gaps exist due to the lack of named founders, engineering backgrounds, or a physical business address in the crawled data. The `schema_json` for Organization contains placeholder social media links like `x.com` and `pinterest.com`, which suggests an incomplete technical setup. There is no Person schema or `sameAs` links to verifiable external entities, leaving the brand's expertise unanchored to real-world individuals.

### EVIDENCE: PERFORMANCE VS. CLAIMS

The marketing tone is restrained and factual, minimizing the disconnect between claims and reality. The site claims its kits are built for full protection and easy expansion, which are technical promises that are not currently backed by case studies or user-submitted build photos. Despite the lack of external validation, the claims are grounded in specific hardware descriptions rather than emotional or 'revolutionary' marketing speak.

[See how to improve >](#)

## INDUSTRY MATCH & SCORE SUMMARY

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**Ecommerce & Online Retail Reputation: Ampirra (ampirra.com)**

**Reputation: 76 / 100**

### INDUSTRY CLASSIFICATION

The website perfectly aligns with the Ecommerce and Online Retail category, specifically targeting the niche mini moto and e-bike aftermarket segment. The content is heavily focused on product catalogs, bike-specific fitment, and 12V electrical components, confirming a legitimate hardware-driven business model.

*"The score was primarily driven by the trust\_and\_proof and identity\_and\_authority pillars, which account for 14 of the 24 points. The lack of social proof (reviews) and the use of placeholder social links in the schema are the only significant indicators of bullshit. The technical density and semantic alignment are excellent, keeping the overall score in the Minimal/Low BS range."*

### 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://ampirra.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

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