

AI Reputation Analysis and Signal Evaluation - Ashton TV

BRAND AI REPUTATION

Ecommerce & Online Retail Reputation: Ashton TV (ashtontv.co.uk)

https://ashtontv.co.uk

Industry: Ecommerce & Online Retail



ECOMMERCE & ONLINE RETAIL

63.7 Avg Reputation

Based on 3389 businesses audited.

REPUTATION LEVEL

HIGHER REPUTATION THAN AVERAGE

Ashton TV has 9.3 points more reputation than the average for Ecommerce & Online Retail.

EXPERT VERDICT

Ashton TV is a rare example of an e-commerce site that prioritizes substance over signal. By treating the weekly price as the primary technical specification, it provides immediate evidence for every claim made on its homepage.

[See how to improve >](#)

INFO DENSITY

Power-words vs. Substance ratio.

21

70% Reputation

The site exhibits high substance through granular pricing. While the H2 'The pay weekly store with all your home essentials in one place' is a standard value proposition, the body substance ratio is high, citing exact weekly figures like '£2.75 a week' and '£6.14 a week'. Specificity is anchored in brand names (Samsung, TCL, Shark, Ninja) and contract terms (52 weeks vs 104 weeks) rather than vague performance adjectives.

SEMANTIC COHERENCE

Homepage promise vs. Sub-page reality.

20

100% Reputation

There is zero detectable semantic drift between the homepage signal and sub-page delivery. The H1 'Ashton TV' and meta description promising 'Rent to Buy and Rental' are fully realized on product pages like the Treble Bunk Bed, which details exact weekly costs and delivery specifics. The category pages for Televisions and Hot Tubs maintain the exact same 'Pay Weekly' focus established in the hero section.

TRUST & PROOF

Verifiable evidence vs. Trust Theatre.

13

65% Reputation

DIAGNOSIS: TRUST THEATRE

Trust markers are present but lack deep verification. The site references a review_count of 11-15 across pages and shows a Trustpilot image, but with only 3 proof_links_count on the homepage, the path to independent verification is thin. However, it avoids 'Trust Theatre' by not making over-the-top, unsubstantiated claims of being 'World Leading' or 'Award Winning'.

EVIDENCE: PROOF DENSITY

Proof density is high regarding product specifications and contractual obligations. Every H2 product title is followed by a concrete price and term (e.g., '£9.06 104 weeks'). The ratio of specific nouns and numbers to marketing adjectives is approximately 4:1, which is exceptionally high for an e-commerce platform.

COMMODITY FINGERPRINT

Detection of industry cliches/templates.

8

53% Reputation

The site uses several industry cliches such as 'your one-stop shop' and 'make your house a home', which align with generic retail patterns. The positioning 'because you deserve better' or 'where quality meets convenience' is standard for the sector. The template uses common WooCommerce patterns ('Additional information', 'You may also like...'), but the unique pricing model provides enough differentiation to avoid a maximum penalty.

IDENTITY & AUTHORITY

Expert verifiability & Schema depth.

11

73% Reputation

DIAGNOSIS: AUTHORITY GAPS

The site functions as a faceless retail entity with no named experts or Person schema in the JSON-LD. While it provides a clear Organization schema, it lacks a physical business address or company registration number in the crawled text, which is a key requirement for technical credibility in the UK rental sector. The authority is purely transactional rather than expertise-led.

EVIDENCE: PERFORMANCE VS. CLAIMS

The site makes very few marketing performance claims, choosing instead to demonstrate value through price transparency. The claim 'The one to watch' for TVs is mild marketing fluff, but the actual 'performance' is demonstrated by the low entry price (£2.49/week), which is immediately proven by the product listings below.

[See how to improve >](#)

INDUSTRY MATCH & SCORE SUMMARY

Ecommerce & Online Retail Reputation: Ashton TV (ashtontv.co.uk)

Reputation: 73 / 100

INDUSTRY CLASSIFICATION

The site perfectly matches the Ecommerce & Online Retail category with a specific niche in 'Rent to Buy' services. The content consistently focuses on product inventories, weekly pricing structures, and application processes typical of the consumer hire-purchase industry.

"The low BS score of 73 is driven by the site's extreme semantic coherence and its reliance on concrete numbers over jargon. The points lost are primarily due to a lack of named authority (faceless entity) and minor industry cliches in the value proposition."

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://ashtontv.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: June 21, 2026

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