

# AI Reputation Analysis and Signal Evaluation - C M Florists Ltd

## BRAND AI REPUTATION

### Ecommerce & Online Retail Reputation: C M Florists Ltd (www.cmflorists.co.uk)

http://www.cmflorists.co.uk

Industry: Ecommerce & Online Retail



REPUTATION LEVEL

## ECOMMERCE & ONLINE RETAIL

### 63.6 Avg Reputation

Based on 3390 businesses audited.

#### HIGHER REPUTATION THAN AVERAGE

C M Florists Ltd has 10.4 points more reputation than the average for Ecommerce & Online Retail.

## EXPERT VERDICT

This is a low-BS site that prioritizes local utility and genuine expertise over marketing fluff. While the 'trust theatre' of unverified reviews is a minor red flag, the extreme specificity of the owner's credentials and operational details (down to the specific Dutch and British sourcing) indicates a high-substance business. It is a rare example of a site where the substance likely exceeds the quality of its digital presentation.

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## INFO DENSITY

Power-words vs. Substance ratio.

23

77% Reputation

The information density is remarkably high for a local retail site. The H1 contains a specific location (Ashton in Makerfield) and a founding date (1983), while body text avoids vague power words in favor of technical specifics like 'City & Guilds Higher National Diploma' and specific delivery fee amounts (£5.95). There is minimal fluff, as most content focuses on operational facts such as opening hours and delivery areas (Abram, Bryn, etc.).

## SEMANTIC COHERENCE

Homepage promise vs. Sub-page reality.

19

95% Reputation

There is virtually no semantic drift between the primary signal and the sub-pages. The homepage H1 promises 'Floral Art Design' and the About Us and Wedding pages back this up with the owner's extensive professional history and specific service descriptions. The sub-pages deliver exactly what the homepage promises: a professional, locally-operated florist service.

## TRUST & PROOF

Verifiable evidence vs. Trust Theatre.

9

45% Reputation

### DIAGNOSIS: TRUST THEATRE

The site exhibits high Trust Theatre regarding its testimonials. While it displays six 'REAL customer reviews' across multiple pages, these are hard-coded text blocks with no links to third-party verification platforms like Google or Trustpilot, resulting in a review\_count of 0-2 and a proof\_links\_count of 0 in the data. The '5 Day Freshness Guarantee' is a strong claim, but lacks a linked terms-and-conditions page to verify how it is enforced.

### EVIDENCE: PROOF DENSITY

Proof density is weighted heavily toward 'Internal Authority' rather than 'External Validation.' The site cites 40+ years of history, BFA membership, and specific educational qualifications as proof of quality. However, it lacks outbound links to the BFA register or third-party review sites, making the proof self-contained within the site's own claims.

## COMMODITY FINGERPRINT

Detection of industry cliches/templates.

12

80% Reputation

The site uses standard industry language ('stunning flowers', 'professional and personal service') and local SEO keyword stuffing ('Florist near me', 'Wigan Florists'), which are common in the industry. However, the owner's unique biography?mentioning his presidency of the British Florist Association (BFA)?prevents the site from feeling like a generic template. The value proposition is anchored in the owner's 40-year individual expertise rather than generic cliches.

## IDENTITY & AUTHORITY

Expert verifiability & Schema depth.

11

73% Reputation

### DIAGNOSIS: AUTHORITY GAPS

While the site makes massive claims regarding the owner's authority (President of BFA 2002-2013, President of FLORINT 2009-2018), there are no sameAs links in the schema\_json to verify these roles on official association websites. The technical implementation is slightly dated, featuring a broken heading hierarchy on the Designs page with 30+ H2 tags used as category labels, which slightly undermines the 'professional' positioning.

### EVIDENCE: PERFORMANCE VS. CLAIMS

The site claims to offer 'the best of quality flowers' and a '5 Day Freshness Guarantee,' which are bold performance claims in a perishable goods industry. While the site provides 'care-tips' as a prerequisite for the guarantee, it does not demonstrate this quality through case studies or time-lapse evidence, relying instead on the owner's credentials. However, the specificity of the delivery cut-off times (12 noon local) provides a high level of operational substance.

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## INDUSTRY MATCH & SCORE SUMMARY

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**Ecommerce & Online Retail Reputation: C M Florists Ltd**

**Reputation: 74 / 100**

**(www.cmflorists.co.uk)**

### INDUSTRY CLASSIFICATION

The site is a perfect match for the Floristry industry, providing clear evidence of local delivery, floral design types (Handtieds, Baskets, Funeral Tributes), and specific sourcing details (Dutch and British flowers). The presence of a physical address in Garswood and a local 01942 area code confirms its status as a legitimate brick-and-mortar operator.

*"The score of 74 reflects a business with high substance but weak external verification. The primary drivers of the score were the Trust and Proof pillar (11/20) due to unlinked reviews and the Information Density pillar (7/30) due to some local SEO repetition. The site's near-perfect Semantic Coherence prevented a higher 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.cmflorists.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**