

AI Reputation Analysis and Signal Evaluation - Infiltration Pty Ltd (FunnelWeb Filter)

BRAND AI REPUTATION

Ecommerce & Online Retail Reputation: Infiltration Pty Ltd (FunnelWeb Filter) (funnelwebfilter.com.au)

https://funnelwebfilter.com.au

Industry: Ecommerce & Online Retail



REPUTATION LEVEL

ECOMMERCE & ONLINE RETAIL

63.6 Avg Reputation

Based on 3388 businesses audited.

HIGHER REPUTATION THAN AVERAGE

Infiltration Pty Ltd (FunnelWeb Filter) has 8.4 points more reputation than the average for Ecommerce & Online Retail.

EXPERT VERDICT

A technically sound manufacturing site that suffers from the classic 'founder's pride' BS: plenty of internal engineering substance but a total lack of third-party external validation. While the product design appears legitimate and the business identity is verifiable, the racing claims and unverified reviews reside in the realm of pure marketing air.

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INFO DENSITY

Power-words vs. Substance ratio.

25

83% Reputation

Information density is relatively high, with a focus on technical specifications rather than pure fluff. Headings like [H2] THE BUILD and [H2] THE SEAL lead into substantive descriptions of open cell polyurethane foam and injection-moulded urethane. While there is minor repetition regarding the 'pyramid profile' doubling surface area across the homepage and about page, the text avoids the usual 'disruptive' and 'innovative' power-word saturation seen in lower-quality ecommerce sites.

SEMANTIC COHERENCE

Homepage promise vs. Sub-page reality.

19

95% Reputation

There is virtually zero semantic drift between the homepage signal and sub-page substance. The homepage meta-description identifies the site as a provider of 'unique and high quality FunnelWeb Filters,' and the About page delivers detailed evidence of the 3D profiling technology used. The Shop and Stockists pages remain consistent with the identity of an Australian manufacturer (Infiltration Pty Ltd) distributed by Lusty Industries.

TRUST & PROOF

Verifiable evidence vs. Trust Theatre.

5

25% Reputation

DIAGNOSIS: TRUST THEATRE

The site exhibits clear trust theatre patterns with a review_count of 11 displayed across all pages without a single proof_links_count to an external verification platform like Trustpilot or Google Reviews. The trust_theatre_flag is true on every analyzed page, indicating these are likely unverified internal testimonials. However, the presence of a verifiable physical address and specific distributor names (Lusty Industries) mitigates the severity of this pillar.

EVIDENCE: PROOF DENSITY

The ratio of verifiable evidence to assertions is moderate. Verifiable proof includes the physical warehouse address (Steel River Industrial Park) and the specific CEO name. Unsubstantiated assertions include the 'world-class racing' claims and the '11 reviews' that have no external click-through path. The site provides specific technical specifications for the urethane seals, which serves as internal product proof.

COMMODITY FINGERPRINT

Detection of industry cliches/templates.

11

73% Reputation

The commodity fingerprint is low due to the proprietary nature of the pyramid foam design, which is a unique value proposition that cannot be easily copy-pasted onto competitors. While some generic ecommerce claims like 'great price' and 'high performance' are present, the technical explanation of 'surface loading' vs. 'two-stage filters' provides clear differentiation from generic filter resellers.

IDENTITY & AUTHORITY

Expert verifiability & Schema depth.

12

80% Reputation

DIAGNOSIS: AUTHORITY GAPS

There is a minor authority gap regarding the named CEO, John Rickman. While the site provides his name and title, the schema_json lacks sameAs links to LinkedIn or professional profiles to verify his 40 years of experience. The technical credibility is supported by accurate LocalBusiness schema including latitude, longitude, and a physical address in Mayfield West, NSW.

EVIDENCE: PERFORMANCE VS. CLAIMS

The marketing tone is largely grounded in physics, but a disconnect exists regarding racing claims. The site asserts that filters have been 'proven to be extremely effective... in the harshest off road racing conditions worldwide' but fails to cite specific racing teams, events, or dated performance metrics. These bold assertions lack the granular evidence required for a perfect proof score.

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INDUSTRY MATCH & SCORE SUMMARY

Ecommerce & Online Retail Reputation: Infiltration Pty Ltd (FunnelWeb Filter) (funnelwebfilter.com.au)

Reputation: 72 / 100

INDUSTRY CLASSIFICATION

The site perfectly aligns with the Ecommerce & Online Retail category, specifically targeting a technical niche in motorcycle performance parts. The content focuses heavily on product specifications and distribution logistics, confirming its role as a manufacturer-retailer.

"The score of 72 is driven primarily by the Trust and Proof pillar (15 points) due to the complete lack of external validation for reviews and racing performance. The site scores very well in Information Density and Semantic Coherence because it avoids generic industry jargon in favor of specific technical descriptions of foam profiling and seal manufacturing. Technical schema implementation is above average, anchoring the business in physical reality."

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://funnelwebfilter.com.au> 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 30, 2026

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