

# AI Reputation Analysis and Signal Evaluation - Justins Flowers

## BRAND AI REPUTATION

### Ecommerce & Online Retail Reputation: Justins Flowers (www.justinflowers.co.uk)

http://www.justinflowers.co.uk

Industry: Ecommerce & Online Retail



REPUTATION LEVEL

## ECOMMERCE & ONLINE RETAIL

### 63.6 Avg Reputation

Based on 3390 businesses audited.

#### HIGHER REPUTATION THAN AVERAGE

Justins Flowers has 20.4 points more reputation than the average for Ecommerce & Online Retail.

## EXPERT VERDICT

This is a refreshingly low-BS local business site that prioritizes utility over marketing hot air. It lacks the social proof of modern e-commerce but avoids the deceptive 'trust theatre' and jargon common in the industry. What the site claims? a local flower shop in Peterborough? is exactly what the forensic data proves.

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## INFO DENSITY

Power-words vs. Substance ratio.

27

90% Reputation

The site maintains high substance levels with a focus on functional data rather than marketing fluff. It provides exact delivery territories (PE1, PE2, PE3, PE4, PE6, PE7), specific opening hours (Monday-Saturday 10am till 18:00pm), and clear product pricing starting from £20.00. Fluff is virtually non-existent, with only minor marketing fillers found on the Corporate Flowers page regarding the benefits of plants in the workplace.

## SEMANTIC COHERENCE

Homepage promise vs. Sub-page reality.

19

95% Reputation

There is near-zero drift between the homepage signal and the sub-page content. The H1 'Justin's Flowers your local florist in Peterborough' is explicitly supported by the category-specific sub-pages for funeral and sympathy flowers. The meta-description promises flower delivery by Justin, which is exactly what the Shopping Cart and category pages facilitate without contradictory messaging.

## TRUST & PROOF

Verifiable evidence vs. Trust Theatre.

15

75% Reputation

### DIAGNOSIS: TRUST THEATRE

The site does not engage in trust theatre (no fake countdowns or badges), but it lacks external validation. The review\_count is 0 across all pages, meaning there is no third-party feedback to substantiate the 'Family business' claim. However, the lack of proof\_links\_count is partially offset by the transparency of the physical address and the functional local phone number.

### EVIDENCE: PROOF DENSITY

Proof density is concentrated in operational transparency rather than social proof. Verifiable evidence includes the specific physical shop address, a mobile contact number, and a detailed breakdown of delivery zones including specific villages like Eye and Crowland. The ratio of evidence to vague assertions is high because the site prioritizes logistics over persuasion.

## COMMODITY FINGERPRINT

Detection of industry cliches/templates.

10

67% Reputation

The site avoids high-level industry jargon like 'omnichannel experience' but relies on local business clichés such as 'bespoke range' and 'family business.' The value proposition is a standard local florist model that could apply to any competitor in Peterborough. The template hierarchy is functional but lacks any unique brand positioning or proprietary methodology.

## IDENTITY & AUTHORITY

Expert verifiability & Schema depth.

13

87% Reputation

### DIAGNOSIS: AUTHORITY GAPS

The site identifies as 'Justins Flowers' but lacks Person schema for the founder or lead florists. While the schema\_json for Florist is technically sound and includes an address and telephone, there is no digital footprint or sameAs links connecting the named business to professional certifications. This creates a minor authority gap where the business relies on its physical storefront rather than individual expertise.

### EVIDENCE: PERFORMANCE VS. CLAIMS

The site makes almost no bold performance claims, which significantly lowers its BS score. It avoids assertions of being 'the best' or 'unrivaled,' opting instead for descriptive inventory lists. The only minor disconnect is the Corporate Events section, which uses generic language about productivity without evidence, but this is a standard industry assumption rather than a deceptive claim.

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## INDUSTRY MATCH & SCORE SUMMARY

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### Ecommerce & Online Retail Reputation: Justins Flowers

Reputation: 84 / 100

([www.justinflowers.co.uk](http://www.justinflowers.co.uk))

#### INDUSTRY CLASSIFICATION

The site is a perfect match for the Florist industry within the Ecommerce & Online Retail category. The presence of specific delivery postcodes like PE1 and PE6, along with a physical address at 131 Lincoln Road, confirms its identity as a local service provider with transactional capabilities.

*"The score of 84 is primarily driven by the lack of social proof (Trust and Proof) and the generic nature of the local business value proposition (Commodity Fingerprint). The site scores near-zero in Information Density and Semantic Coherence because its content is consistently functional, localized, and substantiated by physical business details."*

#### 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.justinflowers.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

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