

# AI Reputation Analysis and Signal Evaluation - Kona Surf Co

## BRAND AI REPUTATION

### Ecommerce & Online Retail Reputation: Kona Surf Co (konasurfco.com)

https://konasurfco.com

Industry: Ecommerce & Online Retail



## ECOMMERCE & ONLINE RETAIL

### 63.7 Avg Reputation

Based on 3389 businesses audited.

REPUTATION LEVEL

#### HIGHER REPUTATION THAN AVERAGE

Kona Surf Co has 19.3 points more reputation than the average for Ecommerce & Online Retail.

## EXPERT VERDICT

Kona Surf Co is a rare example of an ecommerce site where the signal is actually weaker than the substance. It is a legitimate heritage brand with deep technical expertise and a verifiable physical footprint, displaying almost no typical 'bullshit' indicators.

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## INFO DENSITY

Power-words vs. Substance ratio.

24

80% Reputation

Information density is exceptionally high for a retail site. Instead of generic fluff, headings and body text reference specific board models like 'The Bullet', 'Kai Fish', and 'Oyster Catcher', alongside technical construction details such as 'EPS Truelite' and 'Dark Phantom Series'. Specificity is anchored by concrete numbers, including a founding date of 1969 and a physical operational base in Wildwood, NJ, which moves the needle from marketing noise to forensic substance.

## 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 'East Coast Surf Shop ? Hand Shaped Longboards' is directly supported by the Kona Models page, which provides a detailed FAQ on where boards are made and how they are tuned specifically for 'local conditions rather than imported from California'. The transition from high-level brand promise to granular product FAQ is seamless and logical.

## TRUST & PROOF

Verifiable evidence vs. Trust Theatre.

17

85% Reputation

### DIAGNOSIS: TRUST THEATRE

The site avoids trust theatre by backing its claims with high review counts (over 2,250 referenced) and verifiable physical locations. While it displays stars on the homepage, the presence of specific 'proof\_links\_count' of 2 across multiple pages suggests a connected backend for review verification. Unlike many retailers that use fake scarcity, the trust signals here are built on 55 years of operation and named collaborations like the Birdwell x Kona 300.

### EVIDENCE: PROOF DENSITY

The proof density is high, with a ratio of verifiable facts to vague assertions favoring the former. Proof points include the 1969 founding date, specific item counts in categories (e.g., 116 Hoodies, 37 Wetsuits), and a list of 3rd party brands carried (Billabong, O'Neill, Rip Curl) which provides external validation of their status as an authorized retailer.

## COMMODITY FINGERPRINT

Detection of industry cliches/templates.

11

73% Reputation

The site utilizes some standard ecommerce template fingerprints such as 'Shop All', 'New Arrivals', and 'Free shipping on orders 75+', but these are heavily modified by unique brand positioning. The value proposition is clearly differentiated by its 'East Coast' identity and the founder Mike Sciarra's specific history. It avoids the 'dropshipper look' by using original product photography and detailed descriptions of in-house board construction.

## IDENTITY & AUTHORITY

Expert verifiability & Schema depth.

12

80% Reputation

### DIAGNOSIS: AUTHORITY GAPS

Authority is well-established through the naming of founder Mike Sciarra and the specific location 'Kona Boardhouse' in Wildwood, NJ. A minor authority gap exists in the structured data, where schema\_json is limited to FAQPage rather than more robust Organization or Person schema for the founder. However, the depth of technical knowledge regarding board rockers and volumes for East Coast conditions compensates for the lack of metadata complexity.

### EVIDENCE: PERFORMANCE VS. CLAIMS

There is no significant disconnect; performance claims for the surfboards (e.g., 'built for real conditions', 'extra volume for small mushy days') are immediately followed by technical specs and categorization by skill level. The site does not just claim to be the 'best' but explains that its shapes are 'tuned for local conditions', which is a verifiable design claim.

[See how to improve >](#)

## INDUSTRY MATCH & SCORE SUMMARY

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**Ecommerce & Online Retail Reputation: Kona Surf Co (konasurfco.com)**

**Reputation: 83 / 100**

### INDUSTRY CLASSIFICATION

The site perfectly matches the Ecommerce & Online Retail category, specifically within the surf and outdoor apparel niche. The content consistently focuses on product specifications, brand history, and retail logistics (shipping, store locations).

*"The score of 83 is driven primarily by the commodity fingerprint of a standard Shopify-style layout and a slight authority gap in the structured data. The site's high specificity and lack of semantic drift keep it well within the 'Minimal 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://konasurfco.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: May 27, 2026

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