

AI Reputation Analysis and Signal Evaluation - Selfridges

BRAND AI REPUTATION

Ecommerce & Online Retail Reputation: Selfridges (selfridges.com)

https://selfridges.com

Industry: Ecommerce & Online Retail



ECOMMERCE & ONLINE RETAIL

63.6 Avg Reputation

Based on 3388 businesses audited.

REPUTATION LEVEL

HIGHER REPUTATION THAN AVERAGE

Selfridges has 14.4 points more reputation than the average for Ecommerce & Online Retail.

EXPERT VERDICT

Selfridges is a high-substance luxury authority that relies on massive brand equity and technical transparency. The only significant BS detected is the repetitive editorial fluff used for navigation and the self-aggrandizing 'best in the world' claim.

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INFO DENSITY

Power-words vs. Substance ratio.

23

77% Reputation

The site exhibits high substance in body text through technical product specifications, such as 18ct Rose-Gold, 0.47l volumes, and specific SKU weights (7g, 30ml). However, heading fluff is notable with the repetitive H2 Selfridges says placeholder appearing over a dozen times across category blocks. Specificity is high with 8+ instances of dated or measurable evidence, particularly in the Father's Day 2026 gift section.

SEMANTIC COHERENCE

Homepage promise vs. Sub-page reality.

19

95% Reputation

Signal-substance alignment is extremely tight; the meta_description promise of designer collections is immediately backed by Moncler and Louboutin listings on the homepage. No significant drift detected between high-level luxury claims and actual product availability. The heading hierarchy is slightly repetitive for SEO purposes but remains logically consistent for a large-scale catalog.

TRUST & PROOF

Verifiable evidence vs. Trust Theatre.

14

70% Reputation

DIAGNOSIS: TRUST THEATRE

The site displays internal review counts (up to 496) and star ratings (e.g., 4.9 for Blue Talisman) but lacks outbound proof paths to third-party verification platforms. The meta claim of being Voted the best department store in the world is presented as a fact without a supporting link or citation in the provided crawl data. A trust_theatre_flag of false suggests standard e-commerce functionality rather than fabricated social proof.

EVIDENCE: PROOF DENSITY

Proof density is very high for the retail sector, with the ratio of verifiable specs to vague assertions being approximately 10:1. Verifiable evidence includes exact currency pricing, brand names with registered trademarks, and specific item measurements. Unsubstantiated claims are limited to branding taglines.

COMMODITY FINGERPRINT

Detection of industry cliches/templates.

10

67% Reputation

Cliché density is moderate, employing luxury staples like curated collection, hand-picked selection, and because you deserve better. The value proposition is differentiated by the Reselfridges and Resell initiatives, which move beyond standard retail templates. The nav-heavy structure reflects a template fingerprint typical of high-SKU department stores.

IDENTITY & AUTHORITY

Expert verifiability & Schema depth.

12

80% Reputation

DIAGNOSIS: AUTHORITY GAPS

While the brand has a massive digital footprint, there is a minor gap regarding the fashion and lifestyle experts mentioned in the Personal Shopping H2. These individuals are not identified by name or linked to Person schema, making the expert claim unverifiable within the crawl. Schema is robust, including Organization data and social sameAs links.

EVIDENCE: PERFORMANCE VS. CLAIMS

The primary disconnect is the world's best department store claim, which serves as a bold performance signal without immediate evidence in the clean text. Most other claims are product-specific and immediately verifiable via the price and specification listings. There are zero instances of fake scarcity timers or manufactured urgency.

[See how to improve >](#)

INDUSTRY MATCH & SCORE SUMMARY

Ecommerce & Online Retail Reputation: Selfridges (selfridges.com)

Reputation: 78 / 100

INDUSTRY CLASSIFICATION

The site is a perfect match for Ecommerce & Online Retail, specifically the luxury department store sector. The content focus on high-ticket SKUs, brand aggregation (Cartier, Moncler), and specialized shopping services confirms its industry position.

"The low score of 78 is driven by exceptional information density and a high specificity count. Points were primarily lost for repetitive H2 markers and unnamed expert claims in the shopping services section."

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://selfridges.com> 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 19, 2026

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