

# AI Reputation Analysis and Signal Evaluation - Vitacost

## BRAND AI REPUTATION

### Ecommerce & Online Retail Reputation: Vitacost (vitacost.com)

https://vitacost.com

Industry: Ecommerce & Online Retail



REPUTATION LEVEL

## ECOMMERCE & ONLINE RETAIL

### 63.7 Avg Reputation

Based on 3389 businesses audited.

#### LOWER REPUTATION THAN AVERAGE

Vitacost has 16.7 points less reputation than the average for Ecommerce & Online Retail.

## EXPERT VERDICT

The website is currently a technical void, offering a 403 Access Denied error instead of an ecommerce experience. Without content, there is no substance to verify, resulting in a complete failure of proof. The distance between the expected brand signal and the reality is total.

[See how to improve >](#)

### INFO DENSITY

Power-words vs. Substance ratio.

15

50% Reputation

The H1 Access Denied contains zero marketing power words, but it also contains zero business-relevant nouns or entities. The body substance ratio is 100% technical error boilerplate, failing to provide any specific claims, numbers, or outcomes. There is a total absence of specificity, with zero instances of measurable evidence or metrics related to the business. This results in a high score for density because the content is entirely devoid of business substance.

### SEMANTIC COHERENCE

Homepage promise vs. Sub-page reality.

7

35% Reputation

There is a severe disconnect between the industry signal of Ecommerce and the substance of an Access Denied server message. The homepage H1 does not align with the purpose of the site, serving a technical rejection instead of a value proposition. Furthermore, the absence of sub-page data makes it impossible to verify cross-page consistency, creating a total messaging drift from the expected storefront experience. The heading hierarchy is non-existent, consisting only of a single technical error marker.

## TRUST & PROOF

Verifiable evidence vs. Trust Theatre.

15

75% Reputation

### DIAGNOSIS: TRUST THEATRE

The review\_count and proof\_links\_count are both zero, indicating a total lack of verifiable trust signals. No external validation paths are provided to link the brand to third-party platforms or case studies. While no fake reviews are detected via the trust\_theatre\_flag, the complete absence of proof paths results in a low-trust profile.

### EVIDENCE: PROOF DENSITY

The ratio of verifiable evidence to unsubstantiated claims is 0:0, as neither exists within the provided text. There are zero instances of specific proof points or technical specifications related to products or services. The content consists entirely of a reference number and a generic server message.

## COMMODITY FINGERPRINT

Detection of industry cliches/templates.

5

33% Reputation

The content matches standard server error templates used by CDN providers like Akamai (edgesuite.net), rather than unique brand copy. The value proposition is non-existent, as the text could be found on any site experiencing a server-side permission issue. There are no industry clichés present because there is no industry content, representing the ultimate commoditization of digital text. The site effectively functions as a generic technical placeholder.

## IDENTITY & AUTHORITY

Expert verifiability & Schema depth.

5

33% Reputation

### DIAGNOSIS: AUTHORITY GAPS

The site provides no schema\_json, leaving its organizational identity completely unverified in the structured data. No experts, founders, or team members are named, resulting in zero digital footprint within the crawled evidence. The technical credibility gap is high due to the inability of the server to present a functioning homepage to the crawler.

### EVIDENCE: PERFORMANCE VS. CLAIMS

There are no performance claims to evaluate because the site provides only a technical error message. This results in a total disconnect between the marketing tone expected for a retail brand and the actual technical demonstration. The site fails to showcase any results, clients, or service metrics.

[See how to improve >](#)

## INDUSTRY MATCH & SCORE SUMMARY

Ecommerce & Online Retail Reputation: Vitacost (vitacost.com)

Reputation: 47 / 100

### INDUSTRY CLASSIFICATION

The site is classified as an Ecommerce and Online Retail entity, but the provided data shows a server-side 403 Forbidden error. This technical barrier prevents the confirmation of any retail functionality, product catalog, or industry-specific value propositions.

*"The score of 47 is primarily a reflection of the Access Denied state, which creates a maximum disconnect between the expected Ecommerce signal and the provided evidence. Information density and semantic coherence suffered most because the site provides technical error strings instead of business-related substance. The total absence of schema and proof links further solidifies the lack of verifiable authority."*

#### **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://vitacost.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: June 20, 2026

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