

AI Reputation Analysis and Signal Evaluation - Vitamin Shoppe

BRAND AI REPUTATION

Ecommerce & Online Retail Reputation: Vitamin Shoppe (vitaminshoppe.com)

https://vitaminshoppe.com

Industry: Ecommerce & Online Retail



REPUTATION LEVEL

ECOMMERCE & ONLINE RETAIL

63.6 Avg Reputation

Based on 3390 businesses audited.

LOWER REPUTATION THAN AVERAGE

Vitamin Shoppe has 21.6 points less reputation than the average for Ecommerce & Online Retail.

EXPERT VERDICT

The site is a digital ghost town that provides zero substance, failing to prove its own identity as a functioning retail entity. It represents a total forensic failure of information density and authority signaling.

[See how to improve >](#)

INFO DENSITY

Power-words vs. Substance ratio.

5

17% Reputation

The body substance ratio is zero, as the only content present is a technical instruction to enable Javascript and disable ad blockers. There are no headings (H1-H6) present, meaning 100% of the structural hierarchy fails to provide business-related nouns or specific metrics. The specificity absence is absolute, with zero instances of numbers, named clients, or technical protocols related to health or retail.

SEMANTIC COHERENCE

Homepage promise vs. Sub-page reality.

7

35% Reputation

There is a complete signal-substance mismatch between the brand name 'Vitamin Shoppe' and the delivered content. The homepage promises a retail experience but sub-page data is absent, leaving the primary signal completely unfulfilled. The heading hierarchy is nonexistent, providing no logical story or identity for the business.

TRUST & PROOF

Verifiable evidence vs. Trust Theatre.

15

75% Reputation

DIAGNOSIS: TRUST THEATRE

The trust and proof markers are entirely missing, with a review_count of 0 and a proof_links_count of 0. No trust_theatre_flag is triggered, not because the site is transparent, but because it fails to display any reviews or claims at all. The site provides zero external proof paths to validate its existence or credibility.

EVIDENCE: PROOF DENSITY

The ratio of verifiable evidence to unsubstantiated claims is 0:0. Every character of the clean_text is dedicated to browser requirements rather than business proof. There are no specific proof points, named projects, or verifiable registrations provided in the data.

COMMODITY FINGERPRINT

Detection of industry cliches/templates.

10

67% Reputation

The value proposition is nonexistent, which represents the highest form of commodity positioning as the content is indistinguishable from a generic technical error page. No industry jargon or clichés are present simply because there is no marketing text to evaluate. The lack of a 'Shop All' or 'Best Sellers' section?despite the industry category?points to a template that is functionally empty.

IDENTITY & AUTHORITY

Expert verifiability & Schema depth.

5

33% Reputation

DIAGNOSIS: AUTHORITY GAPS

A massive technical credibility gap exists as the site fails to provide an H1 tag or any meta description. The schema_json is null, meaning there is no structured data to support an identity as an 'industry leader' or retail authority. No experts or team members are named, leaving the brand with a zero-authority digital footprint.

EVIDENCE: PERFORMANCE VS. CLAIMS

The disconnect is not between bold claims and reality, but between the brand's retail signal and its total silence. The site demonstrates no capability, results, or history, failing to meet the basic proof expectations for a verifiable business entity. No case studies or results are present to substantiating the brand's standing in the supplement industry.

[See how to improve >](#)

INDUSTRY MATCH & SCORE SUMMARY

**Ecommerce & Online Retail Reputation: Vitamin Shoppe
(vitaminshoppe.com)**

Reputation: 42 / 100

INDUSTRY CLASSIFICATION

The site is classified under Ecommerce & Online Retail, but the forensic data fails to confirm this classification. There is no mention of products, pricing, or retail operations within the provided crawl, indicating a failure to signal the expected industry substance.

"The score of 42 is driven primarily by the total absence of Information Density and the complete lack of

Identity and Authority markers. While the site avoids high-fluff marketing jargon, the distance between the 'Vitamin Shoppe' brand signal and the 'Enable JS' substance creates a significant BS gap."

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://vitaminshoppe.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 20, 2026

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