

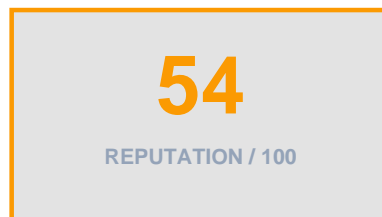
AI Reputation Analysis and Signal Evaluation - PASS CODE DRIVING SCHOOL

BRAND AI REPUTATION

Education, Schools & Universities Reputation:
PASS CODE DRIVING SCHOOL
(www.passcodedrivingschool.co.uk)

<http://www.passcodedrivingschool.co.uk>

Industry: Education, Schools & Universities



REPUTATION LEVEL

EDUCATION, SCHOOLS & UNIVERSITIES

61.5 Avg Reputation

Based on 816 businesses audited.

LOWER REPUTATION THAN AVERAGE

PASS CODE DRIVING SCHOOL has 7.5 points less reputation than the average for Education, Schools & Universities.

EXPERT VERDICT

Pass Code Driving School provides high-substance pricing and curriculum detail but fails fundamentally on verification technicals. The site is a case study in Trust Theatre, relying on a wall of self-hosted text to simulate authority that lacks any third-party digital footprint. It is a legitimate but technically opaque business that hides behind 2019-era content and unverified accolades.

[See how to improve >](#)

INFO DENSITY

Power-words vs. Substance ratio.

21

70% Reputation

The site exhibits a mix of fluff and hard data; H1 and H3 headings frequently use generic power words like 'impeccable service' and 'legendary,' yet the body text provides high-substance technical specifications including full 60-minute lesson durations and specific Pass Plus modules. The body substance ratio is salvaged by the inclusion of exact pricing for block bookings (£175-£1360) and student/nurse discounts (£35.00/hr). However, repetitive brand-slogan play like 'Get the Pass Code' and 'Drive for Life' accounts for minor density bloat across all 5 audited sub-pages.

SEMANTIC COHERENCE

Homepage promise vs. Sub-page reality.

16

80% Reputation

Homepage signals are remarkably well-aligned with sub-page content, showing minimal drift. The primary H3 promise of being 'dedicated to give you an impeccable Service' is backed by specific granular details on the Lessons and Prices page, such as the 'no car share' policy and door-to-door pick-up. Unlike typical drift patterns where 'Enterprise' claims hide 'Cheap' reality, this site's positioning as a high-standard local instructor is consistently supported by the detailed breakdown of all six Pass Plus modules from dual carriageways to night driving.

TRUST & PROOF

Verifiable evidence vs. Trust Theatre.

3

15% Reputation

DIAGNOSIS: TRUST THEATRE

This is the primary driver of the BS score, as the site features a trust_theatre_flag across all pages with a proof_links_count of 0. The News/Testimonials page contains over 15,000 characters of self-published, unverified reviews that lack any outbound links to third-party platforms like Trustpilot or Google Reviews. Bold claims that 'Many of our pupils have passed their driving test at their first attempt' remain entirely unsubstantiated by external pass-rate statistics or verifiable DVSA documentation.

EVIDENCE: PROOF DENSITY

The ratio of verifiable proof to unsubstantiated claims is 0:12, as none of the twelve major performance assertions (like 'one of the sought after schools') link to an external source. While the clean_text includes specific names like 'Ambrose Salami' and 'Dan Atkinson,' these serve as qualitative anecdotes rather than quantitative evidence. The lack of a verified 'Proof Path' to third-party review sites or official certification records constitutes a major substance failure despite the high volume of descriptive text.

COMMODITY FINGERPRINT

Detection of industry cliches/templates.

8

53% Reputation

The site utilizes standard local service boilerplate, particularly in the 'Areas Covered' and 'Why Choose Us' sections, which could be easily transposed onto a competitor. The commodity fingerprint is visible in the template-driven navigation (FAQ, Links, News) and the 'Gift Vouchers' feature, which is a common monetization tactic for small-scale educational services. Despite this, the unique focus on a specific named instructor, Ola, provides a degree of differentiation that prevents a higher commodity penalty.

IDENTITY & AUTHORITY

Expert verifiability & Schema depth.

6

40% Reputation

DIAGNOSIS: AUTHORITY GAPS

A significant gap exists between the site's claim of having 'fully qualified DSA approved' instructors and the technical metadata provided. There is no Person schema or sameAs links to verify 'Ola' or other instructors against the official DVSA register or professional associations. Furthermore, while the site positions itself as an authority, the schema_json is a generic Organization type with no sameAs property to establish a digital footprint on external authority platforms or social proof channels.

EVIDENCE: PERFORMANCE VS. CLAIMS

The site's marketing tone is highly assertive, using labels like 'The Legendary Mr. Ola,' which creates a disconnect from the lack of recent verified evidence. Testimonials are highly descriptive?providing more substance than stock quotes?but the 2019-01-18 modification date on the testimonial page indicates significant content staleness (88 months from the temporal anchor). This delta suggests that the 'proven track record' claims may not reflect current performance levels.

[See how to improve >](#)

INDUSTRY MATCH & SCORE SUMMARY

Education, Schools & Universities Reputation: PASS CODE DRIVING

Reputation: 54 / 100

SCHOOL (www.passcodedrivingschool.co.uk)

INDUSTRY CLASSIFICATION

The company operates in the vocational training sector of the Education industry, specifically as a local driving school. While it lacks the academic research expected in the higher education dictionary provided, the content accurately reflects its role as a practical skills provider.

"The score of 54 is elevated by the Trust and Proof (17/20) and Identity (9/15) pillars due to the total absence of external proof links and Person schema. Semantic Coherence is the strongest pillar (4/20), as the site consistently delivers the specific training details promised on the homepage. Information density is kept in the moderate range by the high-substance pricing data, preventing the score from entering the 'High BS' category."

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.passcodedrivingschool.co.uk> to view the most current version of its content and see directly what this company is about and what it offers.

Verified Analysis Date: May 22, 2026

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