

AI Reputation Analysis and Signal Evaluation - Andersen EV

BRAND AI REPUTATION

Energy, Utilities & Environmental Services Reputation: Andersen EV (andersen-ev.com)

https://andersen-ev.com

Industry: Energy, Utilities & Environmental Services



ENERGY, UTILITIES & ENVIRONMENTAL SERVICES

56.6 Avg Reputation

Based on 568 businesses audited.

REPUTATION LEVEL

HIGHER REPUTATION THAN AVERAGE

Andersen EV has 21.4 points more reputation than the average for Energy, Utilities & Environmental Services.

EXPERT VERDICT

Andersen EV is a rare example of a high-substance technical site that uses premium design as a wrapper for genuine engineering specs rather than a replacement for them. Only minor technical SEO oversights and a single glaring Shopify template placeholder prevent it from achieving a perfect BS-free score. It effectively proves its status as a high-end specialist rather than a generic hardware reseller.

[See how to improve >](#)

INFO DENSITY

Power-words vs. Substance ratio.

24

80% Reputation

Andersen EV maintains a high substance ratio by providing specific pricing for every model (e.g., Quartz at £695, A2 at £1,199) and exact installation lead times (2-3 weeks). Technical specificity is high, citing specific dimensions (286 x 172 x 110mm), cable lengths (5.5m - 8.5m), and power outputs (7kW vs 22kW). Most headings are functional rather than power-word saturated, though minor fluff exists in promotional banners regarding the 4,500 miles claim.

SEMANTIC COHERENCE

Homepage promise vs. Sub-page reality.

18

90% Reputation

There is virtually zero semantic drift between the homepage signal and sub-page substance. The homepage H1 claims to be 'Design-Led,' and the Andersen A2 sub-page supports this with over 200 design choices and specific mentions of premium wooden and carbon finishes. The promise of solar compatibility is backed by technical explanations of surplus solar management and app-based monitoring on the product pages.

TRUST & PROOF

Verifiable evidence vs. Trust Theatre.

20

100% Reputation

DIAGNOSIS: TRUST THEATRE

Trust theatre is minimal as reviews (count 72 on homepage) are supported by proof_links_count of 8, indicating verified external paths. The site references established third-party validations including Octopus Energy and Which? Trusted Trader status. However, some bold performance claims like 'market-leading 7-year warranty' are stated as fact without a direct comparison link to the nearest competitor to prove the 'leading' status.

EVIDENCE: PROOF DENSITY

The proof density is high, with a strong ratio of technical evidence to vague assertions. The site identifies specific smart tariffs (OVO Charge Anytime, Intelligent Octopus Go) rather than just claiming 'compatibility with all tariffs.' Verifiable evidence includes the alphabetical directory of Premier Partners, which serves as a massive proof-of-network footprint.

COMMODITY FINGERPRINT

Detection of industry cliches/templates.

10

67% Reputation

While the site uses industry jargon like 'net zero' and 'smart tariff integration,' it escapes the commodity trap through unique value propositions like 'hidden charging cable technology.' A significant template penalty is earned by a placeholder section under Any Questions? which says 'Share details about your brand with customers'? a clear failure to replace default Shopify theme text. This generic artifact contrasts sharply with the otherwise high-quality technical content.

IDENTITY & AUTHORITY

Expert verifiability & Schema depth.

10

67% Reputation

DIAGNOSIS: AUTHORITY GAPS

Authority is well-established through an extensive list of over 40 named independent approved installers on the Find an Installer page, each with geographical and technical bios. A technical gap exists on the Andersen A2 page where the H1 tag is missing, despite clear H2 and H3 structures. Structured data is present but limited to basic Breadcrumb and Organization schema, lacking deeper Person schema for its 'Expert' team.

EVIDENCE: PERFORMANCE VS. CLAIMS

The marketing tone is premium but supported by verifiable logistics; the '2-3 week' installation lead time is a bold performance claim that is repeated across pages as a specific service level agreement. The '4,500 miles' claim is explicitly anchored to a June 1, 2026, start date, matching the temporal anchor of this audit. There is no evidence of the common industry gap where premium branding masks basic product specifications.

[See how to improve >](#)

INDUSTRY MATCH & SCORE SUMMARY

**Energy, Utilities & Environmental Services Reputation: Andersen EV
(andersen-ev.com)**

Reputation: 78 / 100

INDUSTRY CLASSIFICATION

The site perfectly aligns with the Energy and EV infrastructure category, focusing specifically on hardware manufacturing and technical installation services. The content avoids generic energy transition fluff to focus on electrical specifications, phase compatibility, and solar integration protocols.

"The score of 78 is primarily driven by technical implementation errors (Missing H1, Authority Gaps) and a template language artifact (Commodity Fingerprint). The Information Density and Semantic Coherence pillars scored exceptionally well due to the site's reliance on hard numbers, specific technical specifications, and cross-page consistency. Trust and Proof scores were also strong due to the verified installer network directory."

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://andersen-ev.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 21, 2026

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