

AI Reputation Analysis and Signal Evaluation - VP Skip Hire LTD

BRAND AI REPUTATION

Energy, Utilities & Environmental Services
Reputation: VP Skip Hire LTD
(www.cheapskiphire-in-cardiff.co.uk)

<https://www.cheapskiphire-in-cardiff.co.uk>

Industry: Energy, Utilities & Environmental Services



REPUTATION LEVEL

ENERGY, UTILITIES & ENVIRONMENTAL SERVICES

56.6 Avg Reputation

Based on 568 businesses audited.

HIGHER REPUTATION THAN AVERAGE

VP Skip Hire LTD has 4.4 points more reputation than the average for Energy, Utilities & Environmental Services.

EXPERT VERDICT

A refreshing example of low-BS service marketing that leads with price and capacity rather than synergistic fluff. While it uses the standard industry playbook for 'trust theatre,' it provides the logistical data customers actually need to make a decision. The primary BS risk is the unverified 'Most Recommended' status and the lack of a visible waste carrier license number.

[See how to improve >](#)

INFO DENSITY

Power-words vs. Substance ratio.

17

57% Reputation

The information density is relatively high for a service-led site, as it provides specific pricing (£158.33 + VAT for mini skips) and tangible metrics like bin bag capacities (25-35 bags for mini, 65-85 for builders). While the headings contain some fluff such as 'Unbeatable Prices' and 'Service Matters,' the body text balances this with hard specifications for each skip type. There is a low ratio of power words to nouns, focusing primarily on the logistics of delivery and waste types. However, there is notable repetition of the 'Most Recommended' value proposition across all six analyzed pages.

SEMANTIC COHERENCE

Homepage promise vs. Sub-page reality.

17

85% Reputation

The site exhibits minimal semantic drift; the homepage H1 'Affordable Skip Hire' is directly supported by specific pricing on the sub-pages. The hero promise of same-day delivery on the homepage is tempered by a realistic disclaimer on the 'Same day Skip Hire' page, which notes it is 'subject to availability.' The target audience remains consistent across all pages, addressing both domestic renovators and commercial builders. The heading hierarchy across pages follows a logical flow from service type to specific use cases and pricing.

TRUST & PROOF

Verifiable evidence vs. Trust Theatre.

12

60% Reputation

DIAGNOSIS: TRUST THEATRE

Trust signals are moderately strong but rely heavily on a Trustindex implementation for Google reviews without direct outbound links to a third-party certificate for waste licensing. The review_count of 79 on the homepage provides social proof, but the 'Cardiff's Most Recommended' claim lacks a linked external source or specific award citation. While the site claims to be a 'fully licensed waste company,' it does not provide the Environment Agency or Natural Resources Wales license number in the text or footer.

EVIDENCE: PROOF DENSITY

Proof density is driven by specific pricing (£158-£258) and capacity specs (bin bag counts) rather than vague promises. The ratio of verifiable pricing to marketing assertions is favorable, though the 80% recycling claim is the weakest point as it is unsubstantiated by a public audit link. Verifiable evidence includes the telephone number, geographical coordinates in schema, and the specific list of areas served (Penarth, Barry, Sully, etc.).

COMMODITY FINGERPRINT

Detection of industry clichés/templates.

3

20% Reputation

The value proposition is highly commoditized, using the standard 'fast, friendly, and affordable' formula used by nearly all local competitors. Clichés like 'Greener Future' and 'Environmentally Responsible' are prevalent, though the 80% recycling rate claim adds a layer of specific industry substance. The 'Why Choose Us' and 'FAQ' sections follow a standard template found in the skip hire industry, making the content technically interchangeable with other providers if brand names were removed. The uniqueness score is low as the site competes primarily on price and speed rather than unique methodology.

IDENTITY & AUTHORITY

Expert verifiability & Schema depth.

12

80% Reputation

DIAGNOSIS: AUTHORITY GAPS

Authority is anchored in historical longevity, with the schema_json revealing a founding date of 1995, which adds significant credibility over newer digital-first brokers. However, there are no named experts or leadership team members mentioned, leaving a gap in Person-level authority. The technical implementation is professional, featuring robust Organization and LocalBusiness schema, though it lacks sameAs links to official regulatory registries. The digital footprint is primarily local and social, which is appropriate for the industry but limits national-level authority.

EVIDENCE: PERFORMANCE VS. CLAIMS

The site avoids the standard 'marketing disconnect' by quoting actual prices instead of hiding behind 'request a quote' buttons. The claim of 'Next Working Day Delivery' is substantiated by the 'Same Day' service page details, although it remains a performance promise rather than a verified log of past deliveries. The 'Project Done' counter (2894+) is a bold claim that lacks a specific timeframe or verified ticker, appearing more as a static marketing figure.

[See how to improve >](#)

INDUSTRY MATCH & SCORE SUMMARY

Energy, Utilities & Environmental Services Reputation: VP Skip Hire LTD
(www.cheapskiphire-in-cardiff.co.uk)

Reputation: 61 / 100

INDUSTRY CLASSIFICATION

The site strongly aligns with the Environmental Services and Waste Management category within the broader Utilities sector. The content consistently focuses on skip hire, recycling rates, and licensed waste transfer, confirming its role as a local utility provider.

"The score of 61 reflects a low BS profile primarily driven by specific pricing and technical specs. The score was pulled upward by a high Commodity Fingerprint and moderate Trust Theatre (unverified superlatives). It was kept low by strong Semantic Coherence and robust Schema-based Organization identity."

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://www.cheapskiphire-in-cardiff.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 21, 2026

(c) 1EuroSEO Independent Evaluator - Non-Sponsored Result