

AI Reputation Analysis and Signal Evaluation - Reconomy

BRAND AI REPUTATION

Energy, Utilities & Environmental Services Reputation: Reconomy (www.reconomy.co.uk)

<https://www.reconomy.co.uk>

Industry: Energy, Utilities & Environmental Services

47

REPUTATION / 100

B

ENERGY, UTILITIES & ENVIRONMENTAL SERVICES

56.6 Avg Reputation

Based on 569 businesses audited.

REPUTATION LEVEL

LOWER REPUTATION THAN AVERAGE

Reconomy has 9.6 points less reputation than the average for Energy, Utilities & Environmental Services.

EXPERT VERDICT

Reconomy is a legitimate enterprise-scale operator currently hiding behind a thick layer of corporate jargon and poor technical SEO execution. The site possesses world-class client evidence but fails to verify it with external links, resulting in a 'Trust Me' posture that borders on moderate bullshit. It is a classic example of substance being diluted by template bloat and unverified trust signals.

See how to improve >

INFO DENSITY

Power-words vs. Substance ratio.

14

47% Reputation

The heading fluff saturation is high, with H2 tags like 'The global leaders in circularity' and 'A waste-free world' relying on power words without providing immediate context. However, the body text demonstrates significant substance through specific client mentions and technical outcomes, such as New Era Caps reducing customer service contacts by 20%. The density is compromised by repetitive content, specifically the colleague and customer statistics which appear multiple times in the H3 structure.

SEMANTIC COHERENCE

Homepage promise vs. Sub-page reality.

14

70% Reputation

The homepage H1 'Creating circular opportunities' is reasonably well-supported by sub-page content involving specific logistics and compliance services. There is minor drift between the high-level 'A waste-free world' aspiration and the actual services which are more grounded in warehousing and returns management. The repetition of the Testimonials H2 tag nine times suggests a technical disconnect where the site structure fails to logically categorize its own evidence.

TRUST & PROOF

Verifiable evidence vs. Trust Theatre.

7

35% Reputation

DIAGNOSIS: TRUST THEATRE

The site exhibits clear trust theatre patterns with a review_count of 57 but a proof_links_count of 0, meaning no external verification is provided for these claims. While the testimonials name high-profile clients like Tesco and McDonald's, the absence of outbound proof paths or third-party review platform links triggers a high penalty. The trust_theatre_flag is true, indicating the presence of unverified social proof widgets.

EVIDENCE: PROOF DENSITY

The proof density is a paradox; the site provides a high volume of named clients (Tesco, M&S, ASOS) which serves as strong evidence, yet it lacks any verifiable external links to case studies. Out of the 2166 characters of clean text, roughly 40% is dedicated to specific outcomes, which is better than the industry average. However, the total lack of outbound proof_links_count (0) significantly devalues the specific assertions made in the text.

COMMODITY FINGERPRINT

Detection of industry clichés/templates.

7

47% Reputation

Reconomy uses several industry clichés such as 'circular economy', 'global leaders', and 'delivering impact at scale' that are common in sustainability marketing. While the integrated brand names like Valpak and ReBound Returns provide some unique positioning, the value proposition 'Think Circular' is highly copy-pasteable for any large-scale waste competitor. The template language is evident in the 'Explore our latest insights' block and the generic 'Testimonials' markers.

IDENTITY & AUTHORITY

Expert verifiability & Schema depth.

5

33% Reputation

DIAGNOSIS: AUTHORITY GAPS

There is a significant technical authority gap evidenced by the broken heading hierarchy and duplicate H3 elements. The Organization schema is present but lacks deep integration, such as Person schema for the leadership team or sameAs links to external industry certifications. While the company claims to be a 'global leader,' the structured data does not reflect the granular expertise or individual authorities behind the brand.

EVIDENCE: PERFORMANCE VS. CLAIMS

The site makes bold performance claims like 'The global leaders in circularity' without providing a third-party ranking or source to validate this status. Conversely, the specific performance claims within the testimonials, such as ASOS delivering 'significant service and cost benefits,' are more credible because they are attached to a named entity. The disconnect lies between the hyperbolic marketing headings and the more measured, substantive client statements.

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INDUSTRY MATCH & SCORE SUMMARY

Energy, Utilities & Environmental Services Reputation: Reconomy

Reputation: 47 / 100

(www.reconomy.co.uk)

INDUSTRY CLASSIFICATION

The site strongly aligns with the Energy, Utilities & Environmental Services sector, specifically focusing on the circular economy and waste management. The use of industry-specific terms like 'Recycle Loop', 'Comply Loop', and 'International compliance' confirms this classification.

"The score of 47 is primarily driven by Trust Theatre (high review count with zero proof links) and Information Density (high heading fluff and repetition). The Commodity Fingerprint and Semantic Coherence pillars are relatively low, as the site does provide some tangible evidence of its operations. The Identity and Authority score reflects a lack of technical sophistication in the schema and heading structures."

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.reconomy.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: August 19, 2026

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