

AI Reputation Analysis and Signal Evaluation - British Gas

BRAND AI REPUTATION

Energy, Utilities & Environmental Services Reputation: British Gas (scottishgas.co.uk)

<https://scottishgas.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

British Gas has 17.4 points more reputation than the average for Energy, Utilities & Environmental Services.

EXPERT VERDICT

British Gas presents a highly professional, substance-heavy front that is significantly more grounded than typical utility competitors. The BS score is primarily elevated by the massive discrepancy between claimed review counts and technical metadata, and a reliance on 'Trust Theatre' awards that lack direct source linking. It is a functionally transparent site that occasionally hides behind footnotes to maintain its glossy marketing Signal.

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INFO DENSITY

Power-words vs. Substance ratio.

23

77% Reputation

The information density is relatively high for the industry, featuring specific monetary figures like up to £300 off boilers and a £140m support fund. However, H1 and H2 headings contain significant fluff such as Energy prices that can only go down and We're here to keep things warm and working. The body text balances this with technical specifics like 6.75p/kWh for EV charging and 3.3 miles per kWh efficiency ratings. Specificity is maintained through the mention of over 200 years of history and a customer base of 9 million.

SEMANTIC COHERENCE

Homepage promise vs. Sub-page reality.

20

100% Reputation

There is virtually no semantic drift between the homepage signal and its sub-sections. The primary H1 promise regarding energy prices is immediately supported by the Fix and Fall tariff description. The secondary focus on home services (HomeCare, boilers) and green tech (heat pumps, solar) is logically tiered and remains consistent throughout the page hierarchy. The target audience remains consistently residential and landlord-focused.

TRUST & PROOF

Verifiable evidence vs. Trust Theatre.

8

40% Reputation

DIAGNOSIS: TRUST THEATRE

A major trust theatre flag exists as the `review_count` in the metadata is only 2, while the body text claims 155,000 5-star reviews on Trustpilot. The site relies on Trust Theatre patterns like Which? Trusted Traders and Uswitch Energy Awards 2025 without providing direct outbound links to these certificates in the crawled data. Most claims are tethered to a self-hosted verification URL (britishgas.co.uk/verify) rather than independent third-party evidence.

EVIDENCE: PROOF DENSITY

The proof density is moderate; the site provides specific numbers (9 million customers, £185 for 9,000 miles) but lacks direct case studies or external proof paths within the primary text. For every 3 substantive claims, there is roughly one appeal to authority (Which?, Uswitch, Trustpilot) that lacks a direct link to the source. The reliance on the britishgas.co.uk/verify link acts as a catch-all for substance that should ideally be presented closer to the claims.

COMMODITY FINGERPRINT

Detection of industry cliches/templates.

10

67% Reputation

The site utilizes several industry cliches including mission to create a greener future and journey to net zero. While the value proposition includes generic elements like Why choose us, it is anchored by unique brand-specific proof points such as its 200-year heritage and the Hive-integrated ecosystem. The commodity feel is further reduced by the specific naming of products like the Fix and Fall tariff and HomeCare.

IDENTITY & AUTHORITY

Expert verifiability & Schema depth.

13

87% Reputation

DIAGNOSIS: AUTHORITY GAPS

The site establishes strong organizational authority via Schema.org data and its Windsor headquarters. However, there is a total absence of named experts, engineers, or leadership figures in the structured data, leaving the experts nationwide claim without a verifiable human footprint. The technical implementation is professional with correct heading hierarchy, reducing the credibility gap.

EVIDENCE: PERFORMANCE VS. CLAIMS

There is a slight disconnect between the bold claim Energy prices that can only go down and the reality of energy market volatility, though this is partially mitigated by a footnote explaining the 12-month Ofgem price cap review. The claim of rigorous assessment for boiler installations is assertive but lacks a link to the actual assessment criteria or results. Most performance metrics are internally generated or referenced via a central verification page rather than being demonstrated in-situ.

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INDUSTRY MATCH & SCORE SUMMARY

**Energy, Utilities & Environmental Services Reputation: British Gas
(scottishgas.co.uk)**

Reputation: 74 / 100

INDUSTRY CLASSIFICATION

The site content perfectly aligns with the Energy, Utilities & Environmental Services industry. It covers gas and electricity supply, boiler maintenance, and renewable technology like heat pumps and EV charging.

"The score of 74 reflects a low level of BS, driven mainly by the Trust and Proof pillar (12 points) due to the review count mismatch and internal-only proof paths. Information Density (7 points) and Commodity Fingerprint (5 points) contributed minorly due to standard industry jargon and some fluffy H2 headings. The site avoided any penalties for Semantic Coherence, indicating a very well-structured and honest content hierarchy."

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://scottishgas.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: June 19, 2026

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