

AI Reputation Analysis and Signal Evaluation - ScottishPower

BRAND AI REPUTATION

Energy, Utilities & Environmental Services Reputation: ScottishPower (scottishpower.com)

<https://scottishpower.com>

Industry: Energy, Utilities & Environmental Services



ENERGY, UTILITIES & ENVIRONMENTAL SERVICES

56.6 Avg Reputation

Based on 568 businesses audited.

REPUTATION LEVEL

LOWER REPUTATION THAN AVERAGE

ScottishPower has 31.6 points less reputation than the average for Energy, Utilities & Environmental Services.

EXPERT VERDICT

The site is currently a substance-free zone characterized by a total technical blackout. It offers zero signal and zero proof, resulting in a high score driven by the failure to provide even the most basic elements of business identity. It is a digital void that cannot be verified or trusted in its current state.

[See how to improve >](#)

INFO DENSITY

Power-words vs. Substance ratio.

5

17% Reputation

The site exhibits a total substance deficit with an information density of zero. The H1 'Access Denied' contains no industry nouns, numbers, or named entities, qualifying as 100% fluff in a business context. The body text is comprised entirely of server error messages ('You don't have permission to access...'), providing no metrics or measurable outcomes. There are zero instances of specific evidence, such as dated results or technical specifications, across the available data.

SEMANTIC COHERENCE

Homepage promise vs. Sub-page reality.

0

0% Reputation

There is a catastrophic semantic drift between the primary signal of a 'HOMEPAGE' and the actual content delivered. While the metadata suggests a starting point for an energy brand, the substance is a 403 Forbidden lockout. No cross-page consistency can be measured as sub-pages are inaccessible, representing the maximum possible disconnect from a functional user journey. The heading hierarchy is non-existent, failing to tell any logical story about the business or its services.

TRUST & PROOF

Verifiable evidence vs. Trust Theatre.

15

75% Reputation

DIAGNOSIS: TRUST THEATRE

The review_count and proof_links_count are both 0, indicating a complete absence of third-party validation or trust signals. While there is no 'trust theatre' in the form of fake reviews (trust_theatre_flag is false), the site fails to provide mandatory industry proof paths. Specifically, there is no Ofgem regulatory license number or fuel mix disclosure available to the user. This total lack of external validation creates a high-risk profile for any business claim.

EVIDENCE: PROOF DENSITY

The proof density is zero across all measured categories. There are no specific proof points, technical protocols, or measurable outcomes provided in the 206-character technical string. The ratio of verifiable evidence to claims is impossible to calculate because both the evidence and the claims are missing. This absolute lack of substance is forensic proof of a site that is currently non-functional.

COMMODITY FINGERPRINT

Detection of industry cliches/templates.

5

33% Reputation

The site content is a textbook example of a commodity fingerprint, using a generic Akamai/EdgeSuite error template. This text could be copy-pasted onto any server on the internet and remain indistinguishable from the current ScottishPower page. There are zero unique value propositions or differentiated positioning statements. The value proposition uniqueness is scored at the maximum penalty because an error message is the antithesis of specific branding.

IDENTITY & AUTHORITY

Expert verifiability & Schema depth.

0

0% Reputation

DIAGNOSIS: AUTHORITY GAPS

Authority is non-existent as the schema_json is null and no Organization or Person schema is present. There is no digital footprint for any named experts, founders, or team members within the provided evidence. The technical implementation is fundamentally broken, which directly contradicts any potential claims of technical excellence or 'smart energy' leadership. This creates a vacuum of authority that is a primary driver of the high bullshit score.

EVIDENCE: PERFORMANCE VS. CLAIMS

The site makes no performance claims because it fails to provide any content, resulting in a total disconnect from the brand's purported utility status. The marketing tone is absent, but the failure to display functional content serves as a performance failure in itself. There are no case studies, results, or named clients to support the brand's market position. The lack of a 'Smart Meter' or 'Green Commitment' section?common to this industry?leaves all potential claims unsubstantiated.

[See how to improve >](#)

INDUSTRY MATCH & SCORE SUMMARY

Energy, Utilities & Environmental Services Reputation: ScottishPower
(scottishpower.com)

Reputation: 25 / 100

INDUSTRY CLASSIFICATION

The provided data fails to confirm a match with the Energy, Utilities & Environmental Services industry as the content is restricted to a server-side error. There is no evidence of industry-specific terms like renewable integration or smart grid within the 206 characters of text. The lack of content prevents any verification of the business category or sector alignment.

"The BS score of 25 is primarily driven by the maximum penalties in Information Density and Semantic Coherence due to the 'Access Denied' status. While the site is not penalized for lying (Trust/Proof is low because there are no claims), the total omission of identity and authority results in a high score. The technical failure at the temporal anchor of June 19, 2026, suggests a critical gap between brand promise and digital reality."

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://scottishpower.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 19, 2026

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