

AI Reputation Analysis and Signal Evaluation - Apollo Moda

BRAND AI REPUTATION

Fashion, Apparel & Accessories Reputation: Apollo Moda (apollomoda.com)

https://apollomoda.com

Industry: Fashion, Apparel & Accessories



REPUTATION LEVEL

FASHION, APPAREL & ACCESSORIES

55.3 Avg Reputation

Based on 2934 businesses audited.

HIGHER REPUTATION THAN AVERAGE

Apollo Moda has 5.7 points more reputation than the average for Fashion, Apparel & Accessories.

EXPERT VERDICT

Apollo Moda is a functionally sound e-commerce operation that delivers more substance than the average dropshipping site, specifically regarding manufacturing transparency and material specs. However, it is cloaked in an anonymous template-heavy shell that suffers from technical SEO errors and a lack of verifiable human authority. It is a legitimate-looking business that currently prioritizes marketing theatre over independent verification.

[See how to improve >](#)

INFO DENSITY

Power-words vs. Substance ratio.

21

70% Reputation

The site demonstrates a respectable balance between marketing fluff and hard technical data. While it uses generic power words like premium materials and walking on clouds in its meta descriptions, it provides high-density substance in product descriptions, citing 310GSM 100% cotton and specific 1.5 inch height-boost measurements. However, concept repetition is high, with the artist and a blank canvas narrative appearing verbatim across multiple product pages without new detail.

SEMANTIC COHERENCE

Homepage promise vs. Sub-page reality.

16

80% Reputation

The primary signal of being a premium, artist-driven footwear brand is generally well-supported by the product pages, showing little drift in value proposition. A significant technical disconnect exists on the homepage where the H1 tag is incorrectly assigned to FAQs instead of the brand identity or a core value proposition. Despite this, the transition from homepage collections to specific product features (knit upper, sculpted silhouette) remains logically consistent.

TRUST & PROOF

Verifiable evidence vs. Trust Theatre.

13

65% Reputation

DIAGNOSIS: TRUST THEATRE

The site claims significant social proof with a `review_count` of 473 on collection pages, yet it provides a `proof_links_count` of only 1 across the sampled data. This suggests that while reviews are present, they likely exist within a closed internal system rather than being verified through external third-party platforms. Bold claims regarding being a legit brand in the FAQs lack direct links to external business registries or independent press coverage.

EVIDENCE: PROOF DENSITY

The proof density is moderate, anchored by 8+ instances of hard evidence including manufacturing origin (Turkey), fabric weight (310GSM), and specific return windows (30-day). These metrics are frequently overshadowed by a high volume of unverified customer reviews (473) that lack external validation paths. The ratio of verifiable technical specs to vague marketing assertions is approximately 1:3.

COMMODITY FINGERPRINT

Detection of industry cliches/templates.

6

40% Reputation

The site relies heavily on a standard Shopify-style architectural footprint, utilizing template headings like Shop the Look, You May Also Like, and Recently Viewed. Many value propositions, such as effortless style and premium quality fabrics, match the `generic_claims` and `industry_jargon` arrays in the pattern dictionary. The hand-painted artist process is the only significantly differentiated element, though even this is presented through a very familiar three-step process template.

IDENTITY & AUTHORITY

Expert verifiability & Schema depth.

5

33% Reputation

DIAGNOSIS: AUTHORITY GAPS

There is a notable gap between the claim of having headquarters in Los Angeles and London and the lack of verifiable office addresses or named leadership. No Person schema is utilized, and the artists mentioned remain anonymous figures without digital footprints or dedicated profiles. Furthermore, the technical authority is undermined by the presence of developer artifacts in the clean_text, such as the string EMPTY DOM REMOVE PROTECTOR.

EVIDENCE: PERFORMANCE VS. CLAIMS

The marketing tone makes several sensory performance claims, such as walking on clouds and turning heads, which are standard for the industry but unverifiable. More concrete claims about the 1.5 inch height boost and 5-8 day delivery times are specific and testable, providing a floor of substance to the higher-level marketing hyperbole. The lack of material certifications (e.g., OEKO-TEX for vegan claims) is a secondary disconnect.

[See how to improve >](#)

INDUSTRY MATCH & SCORE SUMMARY

Fashion, Apparel & Accessories Reputation: Apollo Moda
(apollomoda.com)

Reputation: 61 / 100

INDUSTRY CLASSIFICATION

The website perfectly aligns with the Fashion, Apparel & Accessories category, specifically targeting the streetwear and lifestyle footwear niches. The content is heavily focused on product catalogs, material specifications like 310GSM cotton, and detailed size guides typical of established e-commerce entities.

"The score of 61 is driven primarily by the technical sloppiness (IA pillar) and the presence of unverified review counts (TP pillar). The commodity fingerprint is elevated due to the use of highly generic e-commerce templates, while the information density score remains low (good) because the site provides genuine technical specifications that many competitors omit."

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://apollomoda.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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