

AI Reputation Analysis and Signal Evaluation - Ciele Athletics

BRAND AI REPUTATION

Fashion, Apparel & Accessories Reputation: Ciele Athletics (cieleathletics.com)

<https://cieleathletics.com>

Industry: Fashion, Apparel & Accessories



FASHION, APPAREL & ACCESSORIES

55.3 Avg Reputation

Based on 2934 businesses audited.

REPUTATION LEVEL

HIGHER REPUTATION THAN AVERAGE

Ciele Athletics has 33.7 points more reputation than the average for Fashion, Apparel & Accessories.

EXPERT VERDICT

Ciele Athletics is an industry outlier that successfully replaces marketing fluff with forensic substance. This site represents the 'Anti-BS' gold standard for the fashion industry, providing a level of supply chain and material transparency that most competitors actively avoid.

[See how to improve >](#)

INFO DENSITY

Power-words vs. Substance ratio.

26

87% Reputation

Information density is exceptionally high for the apparel industry. While H2 headings like 'what guides us' contain slight power-word leaning, the body text provides forensic-level substance, such as the exact weight of REPREVE recycled polyester used (9,074 kilograms) and the specific number of plastic bottles diverted (540,000). The ratio of specific technical nouns to generic marketing adjectives is heavily weighted toward substance.

SEMANTIC COHERENCE

Homepage promise vs. Sub-page reality.

19

95% Reputation

There is virtually zero semantic drift between the homepage signal and sub-page delivery. The homepage H1 'Running Gear for Performance & Protection' is directly supported by the 2025 Responsibility Statement, which details exactly how protection is achieved through specific fiber certifications and factory standards. The 'Spring 026' collection page maintains the technical nomenclature (e.g., 'FSTCap SC - Comp - Ninety SL') established on the primary landing page.

TRUST & PROOF

Verifiable evidence vs. Trust Theatre.

17

85% Reputation

DIAGNOSIS: TRUST THEATRE

The site avoids common trust theatre traps despite having a review_count of 171 with few verified external proof links in the metadata. The text-based testimonials from 'verified buyers' like Jared and Kent are highly specific, referencing long-term use cases (running ultras since 2006) rather than generic 'love this' fluff. The B Corp claim is substantiated by deep-dive descriptions of the B Impact Assessment process.

EVIDENCE: PROOF DENSITY

The proof density is some of the highest recorded in this category. Verifiable evidence includes the LEED Gold certification of their Vietnamese headwear factory, GRS and Bluesign certifications for fabrics, and carbon-neutral standard delivery data. The site provides a granular breakdown of its supply chain, moving beyond vague assertions into verifiable logistics.

COMMODITY FINGERPRINT

Detection of industry cliches/templates.

13

87% Reputation

The site uses industry jargon such as 'sustainable fashion' and 'designed to last,' but these are exempt from high penalties because they are paired with technical deliverables and metrics. The value proposition is highly unique, featuring a '6-question decision-making tool' that is specific to the Ciele brand. Template language is minimal, restricted mostly to standard e-commerce navigation elements.

IDENTITY & AUTHORITY

Expert verifiability & Schema depth.

14

93% Reputation

DIAGNOSIS: AUTHORITY GAPS

Authority is well-established through the naming of co-founders Mike Giles and Jeremy Bresnen and the inclusion of their direct philosophy. The technical implementation is professional, though the site could benefit from Person schema for the founders to bridge the final gap between named experts and structured data. Technical hierarchy is clean with logical H1-H4 progression.

EVIDENCE: PERFORMANCE VS. CLAIMS

There is no disconnect between claims and demonstrations. When the brand claims environmental responsibility, it provides a 'Responsibility Statement' that lists specific partners like EcoVadis, GROUNDED, and noissue. Performance claims regarding moisture-wicking and durability are backed by specific material listings (merino, silk, hemp) and their corresponding technical benefits.

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INDUSTRY MATCH & SCORE SUMMARY

**Fashion, Apparel & Accessories Reputation: Ciele Athletics
(cieleathletics.com)**

Reputation: 89 / 100

INDUSTRY CLASSIFICATION

The site aligns perfectly with the Fashion, Apparel & Accessories industry, specifically targeting the high-performance technical running niche. The content demonstrates a deep understanding of materials like REPREVE and merino wool, which is consistent with premium athletic gear positioning.

"The score of 89 is driven primarily by minor industry cliché usage and a small lack of Person schema in the structured data. The Trust and Proof pillar earned 3 points due to the lack of external verification links for the 171 reviews, even though the internal text suggests high credibility."

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://cieleathletics.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 20, 2026

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