

# AI Reputation Analysis and Signal Evaluation - Crooks & Castles

## BRAND AI REPUTATION

### Fashion, Apparel & Accessories Reputation: Crooks & Castles (crooksncastles.com)

https://crooksncastles.com

Industry: Fashion, Apparel & Accessories



REPUTATION LEVEL

## FASHION, APPAREL & ACCESSORIES

### 55.3 Avg Reputation

Based on 2934 businesses audited.

#### HIGHER REPUTATION THAN AVERAGE

Crooks & Castles has 22.7 points more reputation than the average for Fashion, Apparel & Accessories.

## EXPERT VERDICT

Crooks & Castles is a high-substance, low-fluff streetwear operation that prioritizes commerce over marketing hyperbole. The only 'bullshit' detected is the slight stretch of the word 'Luxury' to describe what are clearly affordable consumer goods. It is a benchmark for clean, transactional content in the apparel sector.

[See how to improve >](#)

## INFO DENSITY

Power-words vs. Substance ratio.

27

90% Reputation

The information density is exceptionally high for an e-commerce site because the content is almost entirely product-led. Headings like League of Thieves Tee and California Tiger Tee are specific nouns rather than marketing power words. Substance is found in technical garment descriptions such as Enzyme Washed, Acid Wash Oversize, and Heavyweight Oversized Mock Neck. These technical markers provide more value to a consumer than generic descriptors, resulting in a very low fluff-to-noun ratio.

## SEMANTIC COHERENCE

Homepage promise vs. Sub-page reality.

15

75% Reputation

There is a minor semantic drift between the meta title's claim of a Luxury Aesthetic and the actual pricing evidence found on the sub-pages. While the visual aesthetic (Medusa, Gothic logos) leans into luxury tropes, the price points of \$32.00 for tees and \$120.00 for jackets align with standard fast-fashion or mass-market streetwear rather than true luxury positioning. This disconnect suggests luxury is used as a stylistic keyword rather than a business tier. Aside from this, the sub-pages perfectly support the homepage promise of latest streetwear clothing.

## TRUST & PROOF

Verifiable evidence vs. Trust Theatre.

13

65% Reputation

### DIAGNOSIS: TRUST THEATRE

Trust signals are present but lack deep external verification. The site displays significant review counts, including 93 on the homepage and 136 on the collections page, but the `proof_links_count` of 1 suggests a lack of outbound links to third-party review platforms like Trustpilot or Yotpo. While the reviews appear genuine due to specific counts (e.g., 22 for a specific tee), the lack of verifiable external paths creates a mild trust theatre effect.

### EVIDENCE: PROOF DENSITY

Proof density is high due to the abundance of verifiable data points. Across the pages, there are dozens of specific prices, color variants (e.g., White / S), and material treatments (Raw Edge Snow Washed) that serve as evidence of a functioning business. The ratio of vague assertions to verifiable product data is roughly 1:10, a very strong showing for the fashion industry. Every major claim of a 'new arrival' is backed by a specific product listing with pricing and sizing.

## COMMODITY FINGERPRINT

Detection of industry cliches/templates.

10

67% Reputation

The site has a strong template fingerprint consistent with a standard Shopify implementation. Identifiers like Your cart is empty, Join our email list, and Skip to results list are classic boilerplate elements. However, the value proposition Behind every Castle, there?s always Crooks is a unique brand mantra that prevents the site from being a pure copy-paste operation. The presence of specific garment treatments and unique product naming conventions differentiates the brand from generic apparel competitors.

## IDENTITY & AUTHORITY

Expert verifiability & Schema depth.

13

87% Reputation

### DIAGNOSIS: AUTHORITY GAPS

Authority gaps are minimal because the brand does not make grandiose expert or 'thought leader' claims. The site identifies as an Organization in its schema but lacks Person schema or sameAs links to founders or designers, which is common in product-first streetwear. The technical implementation is clean, with a clear heading hierarchy that allows users to understand the product taxonomy immediately. No claims of 'leading' or 'innovative' were found without being tied to specific product releases.

### EVIDENCE: PERFORMANCE VS. CLAIMS

The site avoids bold performance claims, focusing instead on aesthetic and physical product attributes. The claim of being Streetwear with a Luxury Aesthetic is substantiated by the product imagery (IMG: Gothic Logo Tee, IMG: Medusa Contrast Cuff Tee) and the specific garment washes described. There are no unsubstantiated claims of 'best quality in the world' or 'proven results,' which keeps the disconnect score very low. The marketing tone is transactional and lifestyle-oriented, matching what the site actually delivers.

[See how to improve >](#)

## INDUSTRY MATCH & SCORE SUMMARY

**Fashion, Apparel & Accessories Reputation: Crooks & Castles**  
(crooksncastles.com)

Reputation: 78 / 100

### INDUSTRY CLASSIFICATION

The site content confirms its classification within the Streetwear and Apparel industry. Every page analyzed is dedicated to retail transactions, garment specifications, and brand-specific aesthetic descriptions consistent with urban fashion.

*"The score of 78 is primarily driven by the trust\_theatre and commodity\_fingerprint pillars. The reliance on internal reviews without external verification and the use of a standard Shopify template structure contribute most of the points. The site's near-zero fluff in headings and body text prevents the score from rising into the high-BS range."*

### 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://crooksncastles.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: May 26, 2026

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