

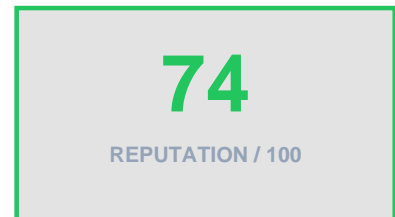
# AI Reputation Analysis and Signal Evaluation - Fallen Footwear

## BRAND AI REPUTATION

### Fashion, Apparel & Accessories Reputation: Fallen Footwear (fallenfootwear.us)

<https://fallenfootwear.us>

Industry: Fashion, Apparel & Accessories



## FASHION, APPAREL & ACCESSORIES

### 55.3 Avg Reputation

Based on 2934 businesses audited.

REPUTATION LEVEL

#### HIGHER REPUTATION THAN AVERAGE

Fallen Footwear has 18.7 points more reputation than the average for Fashion, Apparel & Accessories.

## EXPERT VERDICT

Fallen Footwear is a rare example of a 'Low BS' score achieved through linguistic minimalism and technical neglect. While it avoids marketing hot air, it is a technical skeleton with a serious identity crisis in its structured data. It proves it sells shoes, but fails to prove why it should be trusted as a verified authority.

[See how to improve >](#)

## INFO DENSITY

Power-words vs. Substance ratio.

29

97% Reputation

The information density is unusually high because the site almost entirely avoids marketing prose. Headings like [H2] SPRING 26 and [H2] APPAREL are functional rather than 'visionary.' The body text consists of 100% substance-based product data, specifically pricing (\$85.00), model names (Dalton Dern), and construction types (Vulc, Cupsole), leaving no room for power-word saturation.

## SEMANTIC COHERENCE

Homepage promise vs. Sub-page reality.

19

95% Reputation

There is negligible drift between the homepage signal and sub-page delivery. The homepage meta title 'Fallen Footwear USA' and the hero headings point directly to the current 'SPRING 26' collection, which is corroborated by the temporal anchor of June 2026. Sub-pages for Boardshorts and Apparel contain only the relevant inventory, maintaining a tight, though skeletal, messaging consistency.

## TRUST & PROOF

Verifiable evidence vs. Trust Theatre.

7

35% Reputation

### DIAGNOSIS: TRUST THEATRE

The site heavily relies on trust theatre, displaying a review\_count of 28 on the sales page and 6 on the homepage with a proof\_links\_count of 0. This indicates reviews are displayed as static numbers without verifiable paths to third-party platforms. The trust\_theatre\_flag is true across all analyzed pages, suggesting unauthenticated social proof is a core component of the interface.

### EVIDENCE: PROOF DENSITY

Proof density is high regarding product existence but zero regarding brand credibility. There are dozens of specific product instances and price points, but zero external proof paths to certifications, factory transparency, or verified customer testimonials. The site functions as a bare catalog where the 'proof' is the product itself.

## COMMODITY FINGERPRINT

Detection of industry clichés/templates.

14

93% Reputation

The site uses a standard e-commerce template with 'Quick view' and '% off' badges that are common to the industry but are not fluff-heavy. Clichés from the industry dictionary like 'sustainable fashion' or 'affordable luxury' are entirely absent. The uniqueness of the pro-skater model names (Tommy Sandoval, Kanaan Dern) keeps the site from being a pure commodity copy-paste.

## IDENTITY & AUTHORITY

Expert verifiability & Schema depth.

5

33% Reputation

### DIAGNOSIS: AUTHORITY GAPS

A major identity gap exists in the technical footprint: the JSON-LD schema for Fallen Footwear incorrectly points to O'Neill Argentina's social media accounts (oneillargentina) in the sameAs field. Furthermore, all pages fail to implement an H1 tag, and pro-skaters mentioned in product titles are not linked to any Person schema or external authority profiles, creating a disconnect between the brand's 'USA' meta title and its Argentinian digital legacy.

### EVIDENCE: PERFORMANCE VS. CLAIMS

The site makes no bold performance claims, which effectively lowers its BS score. There are no assertions of 'best-in-class' grip or 'world-leading' durability that would require case studies or results. The only claims are transactional (price and availability), which the inventory proves.

[See how to improve >](#)

## INDUSTRY MATCH & SCORE SUMMARY

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### Fashion, Apparel & Accessories Reputation: Fallen Footwear (fallenfootwear.us)

Reputation: 74 / 100

#### INDUSTRY CLASSIFICATION

The website perfectly fits the Skate Footwear and Apparel niche within the broader Fashion category. The content is strictly limited to product catalog data, SKU-level model names like 'The Daytona' or 'Patriot Vulc,' and pro-skater collaborations which are characteristic of this industry.

*"The score of 74 is primarily driven by Trust and Proof (13 points) and Identity and Authority (10 points).*

*The site escaped penalties in Information Density and Commodity Fingerprint by choosing to be a functional catalog rather than a marketing-driven site. The technical errors in the schema and the unverified reviews are the only significant sources of BS."*

#### 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://fallenfootwear.us> to view the most current version of its content and see directly what this company is about and what it offers.

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Verified Analysis Date: June 20, 2026

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