

# AI Reputation Analysis and Signal Evaluation - Feiyue

## BRAND AI REPUTATION

### Fashion, Apparel & Accessories Reputation: Feiyue (feiyue-shoes.com)

https://feiyue-shoes.com

Industry: Fashion, Apparel & Accessories



## FASHION, APPAREL & ACCESSORIES

### 55.3 Avg Reputation

Based on 2934 businesses audited.

REPUTATION LEVEL

#### HIGHER REPUTATION THAN AVERAGE

Feiyue has 1.7 points more reputation than the average for Fashion, Apparel & Accessories.

## EXPERT VERDICT

Feiyue-shoes.com is a structurally thin e-commerce storefront that leans heavily on brand recognition while failing to provide technical or logistical proof. The significant discrepancy between displayed review counts and metadata suggests a manufactured trust environment. It functions as a functional catalog rather than an authoritative brand experience.

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## INFO DENSITY

Power-words vs. Substance ratio.

20

67% Reputation

The site exhibits a moderate level of information density, avoiding extreme corporate jargon but suffering from significant repetition. Headings like Fe Lo 1920 are repeated four times as H4 tags on the homepage without unique modifiers, which functions as structural filler rather than information. The body text provides specific pricing at \$35.00 and identifies materials like Canvas, which provides some substance. However, the primary signal in the meta description relies on generic adjectives like flexible and comfort without providing technical specifications or proprietary technology names to back them up.

## SEMANTIC COHERENCE

Homepage promise vs. Sub-page reality.

20

100% Reputation

The homepage H1 and meta title clearly position the site as the Official Website for authentic Feiyue shoes, and the sub-pages generally support this transactional intent. There is no major drift between high-level promises and the cart or search pages, which remain strictly functional. However, a minor disconnect exists in the heading hierarchy; the homepage jumps from an H1 to H3 and H4 tags, indicating a lack of logical content progression. The sub-pages like the Privacy Policy provide standard legal substance that aligns with a retail operation, maintaining a consistent brand voice.

## TRUST & PROOF

Verifiable evidence vs. Trust Theatre.

9

45% Reputation

### DIAGNOSIS: TRUST THEATRE

There is a notable discrepancy in trust signals: the forensic data shows a metadata review\_count of 159, yet the clean\_text on the homepage explicitly claims 1672 Reviews and Based on 1672 reviews for multiple products. This inflation or mismatch between structured data and displayed text is a red flag for manual review manipulation. Furthermore, while the site claims Fast Shipping in USA, it provides zero outbound proof links or verified third-party trust badges to validate these logistics or the authenticity of the 1672 reviews. The trust\_theatre\_flag is technically false, but the internal data inconsistency drives the score up.

### EVIDENCE: PROOF DENSITY

The proof density is low, primarily consisting of the \$35 price point and basic material identification (Canvas). The site fails to meet industry proof expectations such as detailed material sourcing origins or sustainability certifications like GOTS or B Corp, despite operating in a category where these are standard for premium positioning. With a proof\_links\_count of only 1 across the analyzed pages, the vast majority of the site's content remains unsubstantiated marketing copy.

## COMMODITY FINGERPRINT

Detection of industry cliches/templates.

6

40% Reputation

The site heavily utilizes template fingerprints common to standard e-commerce platforms, such as Sign Up for Offers, About Us, and Customer Support in the footer. The value proposition of lightweight canvas plimsoll sneakers is highly commoditized and could be applied to any competitor like Vans or Bensimon without modification. The use of industry cliches like authentic and official is prevalent, serving as a substitute for unique brand positioning. The content lacks the proof expectations of the industry dictionary, specifically missing factory names and locations for its manufacturing claims.

## IDENTITY & AUTHORITY

Expert verifiability & Schema depth.

8

53% Reputation

### DIAGNOSIS: AUTHORITY GAPS

The schema\_json is a basic Organization type that includes social media links (sameAs) but lacks deeper authority markers like founder, brand heritage details, or Person schema for leadership. While the privacy policy mentions a specific customer service number and email, there is no digital footprint provided for the experts or designers behind the shoe's claimed flexibility. The technical implementation is weak, characterized by a broken heading hierarchy and repeated H4 text, which undermines the claim of being the official or premium destination for the brand.

### EVIDENCE: PERFORMANCE VS. CLAIMS

The site makes performance-oriented claims regarding flexibility and comfort but provides no mechanical or material evidence to support them, such as sole thickness or canvas weight. The claim of being authentic is central to the meta data, yet the site does not provide a brand history or 'Our Story' section in the provided crawl to substantiate its lineage against clones. The shipping notice in the cart suggests limits (5 items per order) but doesn't explain why, creating a disconnect between a retail growth signal and a restrictive user experience.

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## INDUSTRY MATCH & SCORE SUMMARY

**Fashion, Apparel & Accessories Reputation: Feiyue (feiyue-shoes.com)**

**Reputation: 57 / 100**

### INDUSTRY CLASSIFICATION

The website content perfectly aligns with the Fashion, Apparel & Accessories industry, specifically focusing on the footwear niche. The presence of product names like Fe Lo 1920, material descriptions such as canvas, and a shopping cart structure confirms its status as a direct-to-consumer footwear brand.

*"The score of 57 is primarily driven by the trust signal discrepancy and the high commodity fingerprint. While the site is a legitimate store, the lack of technical proof for performance claims and the reliance on repetitive template structures prevent it from achieving a lower BS score. The lack of verified proof paths for its thousands of reviews is the single largest contributor to the Trust and Proof pillar score."*

### 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://feiyue-shoes.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

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