

AI Reputation Analysis and Signal Evaluation - Harrison's1863

BRAND AI REPUTATION

Fashion, Apparel & Accessories Reputation: Harrison's1863 (harrisons1863.com)

https://harrisons1863.com

Industry: Fashion, Apparel & Accessories



FASHION, APPAREL & ACCESSORIES

55.3 Avg Reputation

Based on 2934 businesses audited.

REPUTATION LEVEL

HIGHER REPUTATION THAN AVERAGE

Harrison's1863 has 33.7 points more reputation than the average for Fashion, Apparel & Accessories.

EXPERT VERDICT

Harrison's1863 is an outlier in the fashion industry, exhibiting almost no bullshit. It functions as a technical resource for the tailoring trade, prioritizing specifications and heritage over marketing hyperbole.

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INFO DENSITY

Power-words vs. Substance ratio.

26

87% Reputation

Information density is exceptionally high, with headings almost entirely devoid of fluff. For example, H3 markers like Springram, Frontier, and Sea Breeze lead directly into technical specifications such as 10/11oz (300g) midweight superfine cloth and 80% wool/20% linen blends. The body text provides concrete geographic data, such as the 20-mile Yorkshire radius for the SpringRam collection, and individual product pages list 40+ specific stock codes (98500 through 98543). This ratio of technical data to marketing adjectives is rare in the fashion industry.

SEMANTIC COHERENCE

Homepage promise vs. Sub-page reality.

20

100% Reputation

There is zero semantic drift observed across the analyzed pages. The homepage H1 'Harrisons' and meta title 'Woven in the UK since 1863' establish a heritage signal that is rigorously supported by the 'Brand portfolio' and 'Spring Ram collection' sub-pages. Every sub-page reinforces the core identity of a historic British wool merchant, providing the specific cloth bunches and mill histories promised by the homepage positioning.

TRUST & PROOF

Verifiable evidence vs. Trust Theatre.

17

85% Reputation

DIAGNOSIS: TRUST THEATRE

Trust theatre is virtually non-existent, as the site avoids generic 'trusted by thousands' tropes in favor of specific historical and professional proof. While the review_count is low (2), the proof_links_count (2) indicates that claims are matched by external verification paths rather than just displayed icons. The mention of specific fashion houses like Hermes, Gucci, and Ralph Lauren using Smith Woollens cloths serves as high-level professional validation without typical 'as seen in' fluff.

EVIDENCE: PROOF DENSITY

The proof density is high, characterized by a wealth of verifiable data points including founding years for every brand in the portfolio (1863, 1921, 1947, 1895) and precise material metrics. The collection pages function as a digital catalog with clear stock codes and material compositions, providing 8+ instances of specific technical evidence per page, which is the threshold for a zero-point penalty in specificity absence.

COMMODITY FINGERPRINT

Detection of industry cliches/templates.

13

87% Reputation

The site avoids most industry clichés, though it uses standard terms like 'sustainable' and 'generations of expertise' in its collection descriptions. The value proposition is highly unique and difficult to copy-paste, as it relies on specific dates (founded 1863) and highly localized production (20-mile Yorkshire radius). Template language is functional (Quick stock checker, Add to order enquiry) rather than marketing-driven, reflecting a professional B2B utility.

IDENTITY & AUTHORITY

Expert verifiability & Schema depth.

13

87% Reputation

DIAGNOSIS: AUTHORITY GAPS

Authority is well-established through detailed historical narratives and the naming of specific founders like Sir George Harrison and Herbert Smith. A minor gap exists in the technical implementation of structured data; while schema is present, it lacks Person properties for the named founders and SameAs links to external biographical or historical archives. However, the depth of technical cloth specifications (weights, compositions, and origins) provides significant professional authority.

EVIDENCE: PERFORMANCE VS. CLAIMS

The site makes few bold marketing performance claims, preferring technical descriptions of cloth behavior, such as 'crease-resistant' and 'high-twist.' These claims are supported by the physical specifications of the weave (Cheviot wool, worsted spun merino). There are no 'redefining fashion' or 'best in world' assertions that lack technical context.

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INDUSTRY MATCH & SCORE SUMMARY

**Fashion, Apparel & Accessories Reputation: Harrisons1863
(harrisons1863.com)**

Reputation: 89 / 100

INDUSTRY CLASSIFICATION

The site perfectly aligns with the Fashion, Apparel & Accessories category, specifically operating as a high-end woollen merchant and textile supplier. The content is deeply technical, focusing on material composition, weaving heritage, and regional manufacturing within the UK.

"The score of 89 is driven primarily by minor technical schema omissions (Identity and Authority) and the use of a few industry terms like 'sustainable' without specific third-party certification links (Trust and Proof). Information density is nearly perfect for its niche."

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://harrisons1863.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 30, 2026

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