

# AI Reputation Analysis and Signal Evaluation - KEEN Footwear

## BRAND AI REPUTATION

### Fashion, Apparel & Accessories Reputation: KEEN Footwear (keenfootwear.com)

https://keenfootwear.com

Industry: Fashion, Apparel & Accessories



## FASHION, APPAREL & ACCESSORIES

### 55.3 Avg Reputation

Based on 2934 businesses audited.

REPUTATION LEVEL

#### HIGHER REPUTATION THAN AVERAGE

KEEN Footwear has 14.7 points more reputation than the average for Fashion, Apparel & Accessories.

#### EXPERT VERDICT

KEEN is a substance-heavy brand that occasionally overdoses on its own 'Consciously Created' marketing supply. While its product descriptions and sale transparency are forensically honest, its environmental superlatives border on greenwashing due to a lack of immediate technical evidence. It is a functionally excellent site that suffers from a significant technical authority gap in its metadata.

[See how to improve >](#)

#### INFO DENSITY

Power-words vs. Substance ratio.

23

77% Reputation

The site exhibits high information density with specific product names (San Jose, Evanston, Targhee IV) and named collaboration partners (Snowpeak, namuk, Phileo). However, the H2 heading 'The World's Cleanest Shoes' is a significant power-word fluff claim that isn't immediately supported by technical data in the adjacent text. The body substance ratio is strong, citing a '20-year' history and specific material attributes like 'ethically sourced leather,' though it relies on the trademarked jargon 'Consciously Created' to carry most of the brand's sustainability weight.

## SEMANTIC COHERENCE

Homepage promise vs. Sub-page reality.

19

95% Reputation

There is virtually zero semantic drift between the homepage promise and sub-page delivery. The H1 '25% Off Sitewide' is reinforced by a forensic level of transparency on the Sale sub-page, which lists specific model exclusions (e.g., UNEEK, Jasper Zionic) to avoid consumer bait-and-switch. The positioning of 'Consciously Created' on the homepage is consistently supported by the 'RE.KEEN' second-life program and the Kentucky manufacturing stories mentioned in the body text.

## TRUST & PROOF

Verifiable evidence vs. Trust Theatre.

13

65% Reputation

### DIAGNOSIS: TRUST THEATRE

A trust theatre gap exists where the site claims to be 'Official' and 'Values-Led' yet the crawled data shows a review\_count of only 5 and a single proof link across four pages. The 'World's Cleanest Shoes' claim is the primary offender, functioning as a high-signal superlative without an immediate link to a third-party lifecycle assessment or environmental audit. While the trust\_theatre\_flag is false, the lack of external verification links for sustainability claims creates a 'take our word for it' atmosphere.

### EVIDENCE: PROOF DENSITY

The proof density is mixed; product-level proof is high (specific models, materials, and manufacturing locations like Kentucky), but brand-level sustainability proof is low. There are 8+ instances of high specificity regarding product names and dates, but 0 instances of third-party certifications (like B Corp or LWG) appearing in the body text with verification links. The ratio of product substance to environmental proof is approximately 4:1.

## COMMODITY FINGERPRINT

Detection of industry cliches/templates.

9

60% Reputation

KEEN uses several industry clichés such as 'sustainable,' 'ethically sourced,' and 'fashion with a conscience' (implicit in 'shoemaker with purpose'). While the 'RE.KEEN' and 'Built in Kentucky' elements provide a unique value proposition, the hero sections utilize copy-pasteable marketing language like 'look good, feel good, do good.' The template language is largely redeemed by specific storytelling in the 'Latest Stories' section, which avoids generic boilerplate.

## IDENTITY & AUTHORITY

Expert verifiability & Schema depth.

6

40% Reputation

### DIAGNOSIS: AUTHORITY GAPS

The most notable authority gap is technical; the schema\_json is null across all pages, which is a major oversight for a global brand claiming technical excellence. There are no Person schema or verifiable digital footprints for the 'Family-Owned' leadership mentioned on the homepage. While the brand has a 20-year history (established 2003), it lacks the technical metadata to semantically prove its authority to search engines beyond simple text assertions.

### EVIDENCE: PERFORMANCE VS. CLAIMS

The site makes bold environmental performance claims, such as having a 'lighter footprint,' without providing granular metrics (e.g., carbon tonnage reduced or liters of water saved) within the crawled body text. The product performance claims regarding 'comfort, durability, and safety' are standard for the industry and supported by specific product features like 'ultra tough tread.' The primary disconnect is the lack of empirical evidence for the 'World's Cleanest' superlative.

[See how to improve >](#)

## INDUSTRY MATCH & SCORE SUMMARY

**Fashion, Apparel & Accessories Reputation: KEEN Footwear  
(keenfootwear.com)**

**Reputation: 70 / 100**

### INDUSTRY CLASSIFICATION

The site perfectly aligns with the Fashion, Apparel & Accessories industry, specifically footwear. The content demonstrates a high degree of product-specific technical language consistent with performance hiking and work footwear, confirming its role as a functional gear provider.

*"The score of 70 is driven by a high technical authority gap (Step 5) and the use of unbacked superlatives (Step 3). Information density is high and semantic coherence is excellent, preventing a higher BS score. The site is fundamentally sound but relies on marketing shorthand for its sustainability claims rather than technical data paths."*

### 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://keenfootwear.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 24, 2026

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