

AI Reputation Analysis and Signal Evaluation - Laksen Sporting

BRAND AI REPUTATION

Fashion, Apparel & Accessories Reputation: Laksen Sporting (laksen-sporting.com)

https://laksen-sporting.com

Industry: Fashion, Apparel & Accessories



FASHION, APPAREL & ACCESSORIES

55.3 Avg Reputation

Based on 2934 businesses audited.

REPUTATION LEVEL

HIGHER REPUTATION THAN AVERAGE

Laksen Sporting has 19.7 points more reputation than the average for Fashion, Apparel & Accessories.

EXPERT VERDICT

Laksen Sporting is a rare example of a heritage brand that maintains high technical substance. Its BS score is kept low by its willingness to provide measurable specs (hydrostatic head) and a verifiable timeline of brand evolution.

[See how to improve >](#)

INFO DENSITY

Power-words vs. Substance ratio.

23

77% Reputation

The information density is high, particularly on technical pages. While some headings like 'Passion in every detail' are fluffy, the body text provides specific metrics such as '20,000 mm hydrostatic head' for the CTX membrane and historical anchors like the 1979 Gore-Tex licensing. The specificity of materials (100% Scottish wool, Steiner Loden) significantly outweighs generic marketing claims.

SEMANTIC COHERENCE

Homepage promise vs. Sub-page reality.

19

95% Reputation

There is virtually zero semantic drift between the homepage signal and the sub-page evidence. The homepage promises 'Danish-designed hunting and outdoor clothing since 1977' and the sub-pages deliver categorized product listings with consistent pricing (DKK) and material descriptions. The 'Tweed' page effectively backs up the homepage heritage claims with specific collection names like Willow and Cavendish.

TRUST & PROOF

Verifiable evidence vs. Trust Theatre.

13

65% Reputation

DIAGNOSIS: TRUST THEATRE

The site avoids most trust theatre traps, though it does feature a 'Testwinner!' badge for shooting glasses without an outbound link to the specific test or study. The review count is low (1-3 per page) and proof links are sparse (1 per page), suggesting that while the claims are technically detailed, external verification is not prioritized in the UI.

EVIDENCE: PROOF DENSITY

The proof density is high for a fashion brand, with a clear ratio of roughly 4 specific technical or historical claims for every 1 generic assertion. The detailed breakdown of tweed composition and membrane technology provides more verifiable substance than the average apparel competitor.

COMMODITY FINGERPRINT

Detection of industry clichés/templates.

10

67% Reputation

The site uses some template-heavy language such as 'Shop the Look' and 'Explore news', which are common in Shopify-style layouts. However, its value proposition is highly differentiated by its specific focus on the intersection of Scottish tweed and Danish design. It avoids the most egregious 'affordable luxury' clichés common in the industry.

IDENTITY & AUTHORITY

Expert verifiability & Schema depth.

10

67% Reputation

DIAGNOSIS: AUTHORITY GAPS

Authority is established through technical competence rather than named experts. The founders are mentioned as 'two passionate fly fishermen and hunters' but are not named, and there is no Person schema to link them to a digital footprint. The Organization schema is present but basic, lacking sameAs links to social proof or external industry certifications.

EVIDENCE: PERFORMANCE VS. CLAIMS

The performance claims for the CTX membrane (waterproofness and breathability) are backed by specific ISO-style metrics (20,000 mm), which reduces the marketing-to-substance disconnect. The primary disconnect is the 'Testwinner' claim for shooting glasses, which lacks the forensic data provided for their textiles.

[See how to improve >](#)

INDUSTRY MATCH & SCORE SUMMARY

**Fashion, Apparel & Accessories Reputation: Laksen Sporting
(laksen-sporting.com)**

Reputation: 75 / 100

INDUSTRY CLASSIFICATION

The site perfectly aligns with the Fashion, Apparel & Accessories industry, specifically within the premium hunting and outdoor niche. The presence of technical specifications for fabrics (CTX membrane) and a clear focus on Scottish wool confirms a high-substance application of the industry category.

"The score of 75 is driven primarily by minor gaps in external proof paths and a lack of named authority"

figures. The site excels in information density and semantic coherence, providing a high ratio of technical specifications to marketing fluff."

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://laksen-sporting.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 27, 2026

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