

AI Reputation Analysis and Signal Evaluation - Le Coq Sportif

BRAND AI REPUTATION

Fashion, Apparel & Accessories Reputation: Le Coq Sportif (lecoqsportif.com)

<https://lecoqsportif.com>

Industry: Fashion, Apparel & Accessories



REPUTATION LEVEL

FASHION, APPAREL & ACCESSORIES

55.3 Avg Reputation

Based on 2934 businesses audited.

HIGHER REPUTATION THAN AVERAGE

Le Coq Sportif has 6.7 points more reputation than the average for Fashion, Apparel & Accessories.

EXPERT VERDICT

Le Coq Sportif avoids high BS scores through genuine historical substance and specific geographic ties, but it falters technically by failing to verify its social proof. The site operates as a digital museum attached to a discount shop, with the substance of the past doing the heavy lifting for a technically thin present. It is a legitimate brand using standard marketing shortcuts to bridge the gap between heritage and modern e-commerce.

[See how to improve >](#)

INFO DENSITY

Power-words vs. Substance ratio.

22

73% Reputation

The site exhibits high information density on its Heritage page, citing specific dates such as 1882 and 1930, and locations like Romilly-sur-Seine and Troyes. However, the homepage headings like H1 Sweat archive and H2 Astra are purely functional product labels rather than descriptive value propositions. Substance is present in the form of named icons like Maradona, Cruyff, and Noah, but technical product specifications remain vague. The body substance ratio is high for historical context but drops significantly on product-led pages where specific fabric weights or sourcing details are absent.

SEMANTIC COHERENCE

Homepage promise vs. Sub-page reality.

16

80% Reputation

The homepage H1 Sweat archive and meta description promise a brand of high quality for athletes, which is largely supported by the sub-pages. The Notre heritage page provides deep historical context that justifies the premium positioning claimed in the meta data. There is minor drift between the luxury-leaning meta description and the heavy focus on H2 Outlet jusqu'à -60% and discount pricing (21? T-shirts). This creates a slight disconnect between the identity of a premium French couturier du sport and a high-volume discount retailer.

TRUST & PROOF

Verifiable evidence vs. Trust Theatre.

20

100% Reputation

DIAGNOSIS: TRUST THEATRE

The site reports a review_count of 215 across all analyzed pages, yet the proof_links_count is limited to only 2, neither of which leads to a third-party review validator. This is a classic trust theatre pattern where a specific number of five-star reviews is cited without a verifiable trail for the consumer to follow. The presence of Klarna as a payment proof is a logistical signal, not a quality verification, leaving the high-quality claims unsubstantiated by external social proof.

EVIDENCE: PROOF DENSITY

The proof density is top-heavy, concentrated in the brand's history rather than its current product line. Verifiable evidence includes the 140-year timeline and named celebrity associations, but these are offset by the lack of technical specifications for items like the Sweat Archive at 145?. The ratio of specific historical proof to modern technical proof is approximately 4:1, suggesting the brand relies more on its past than its current technical deliverables.

COMMODITY FINGERPRINT

Detection of industry clichés/templates.

7

47% Reputation

The text relies heavily on industry clichés such as savoir-faire, élégance, and performance. The claim of being the premier couturier du sport and the inventeur du survêtement are strong brand-specific signals that prevent a total commodity fingerprint. However, template-level repetition is high, with the H2 OFFRE OUTLET and H3 Klarna/delivery boilerplate appearing across multiple sub-pages. The value proposition is distinct enough to avoid being copy-pasted, but the marketing language around excellence and innovation is generic.

IDENTITY & AUTHORITY

Expert verifiability & Schema depth.

9

60% Reputation

DIAGNOSIS: AUTHORITY GAPS

While the brand names legitimate historical figures and founders like Émile Camuset, the schema_json lacks Person or Organization properties that would link these names to official knowledge graphs. There are no sameAs links in the structured data to connect the brand to its historical associations or official partnerships, such as with the Paris 2024 Olympics mentioned in the text. This technical gap means the authority relies entirely on the user's prior knowledge rather than verifiable structured evidence.

EVIDENCE: PERFORMANCE VS. CLAIMS

The brand claims to provide products where performance rencontre l'identité, yet the provided text contains zero performance metrics or technical laboratory results. The mention of the Paris 2024 Olympics as a recent event is starting to age relative to the May 2026 anchor, moving from current news to historical archive. The claim of being in the air du temps (in the spirit of the times) is not backed by specific modern innovation details beyond the use of archives.

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INDUSTRY MATCH & SCORE SUMMARY

**Fashion, Apparel & Accessories Reputation: Le Coq Sportif
(lecoqsportif.com)**

Reputation: 62 / 100

INDUSTRY CLASSIFICATION

The website perfectly aligns with the Fashion, Apparel & Accessories industry, specifically focusing on sportswear and heritage-driven athletic fashion. The content references specific manufacturing terms like bonneterie (hosiery/knitwear) and historical sports contexts that confirm its industry standing.

"The score of 62 is driven primarily by the Trust and Proof pillar (12/20) due to unverified reviews and the Commodity Fingerprint (8/15) for high cliché density. The Information Density is relatively strong compared to industry peers, keeping the score in the Low-to-Moderate range. Technical implementation gaps in schema and repeated template headings prevented a lower, more authoritative 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://lecoqsportif.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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