

# AI Reputation Analysis and Signal Evaluation - Ledbury

## BRAND AI REPUTATION

### Fashion, Apparel & Accessories Reputation: Ledbury (ledbury.com)

https://ledbury.com

Industry: Fashion, Apparel & Accessories



## FASHION, APPAREL & ACCESSORIES

### 55.3 Avg Reputation

Based on 2934 businesses audited.

REPUTATION LEVEL

#### HIGHER REPUTATION THAN AVERAGE

Ledbury has 20.7 points more reputation than the average for Fashion, Apparel & Accessories.

#### EXPERT VERDICT

Ledbury is a high-substance brand that prioritizes technical specs over marketing fluff. Its low BS score is earned through granular product transparency, though it should reconcile its massive review claims with on-page evidence to reach elite credibility levels.

[See how to improve >](#)

#### INFO DENSITY

Power-words vs. Substance ratio.

24

80% Reputation

Information density is high, with a low heading fluff ratio. While H2 headings like The Perfect Shirt use power words, they are immediately anchored by specific technical data such as Available in 4 fits and endless combinations. Body text contains high-substance nouns like reactive-dyed cotton twill, Spanish-woven cotton-stretch, and 100s 2ply poplin, which provide forensic evidence of product quality rather than generic marketing.

#### SEMANTIC COHERENCE

Homepage promise vs. Sub-page reality.

19

95% Reputation

There is virtually zero semantic drift between the homepage signal and sub-page substance. The homepage promise of custom fit and rapid 2-3 week delivery is supported by the Customize and Made to Order functionality seen across the shirt and pant collections. The pricing structure is also consistent, utilizing a transparent Multibuy model across all product categories.

## TRUST & PROOF

Verifiable evidence vs. Trust Theatre.

13

65% Reputation

### DIAGNOSIS: TRUST THEATRE

The site exhibits minor trust theatre through a discrepancy in review claims. The homepage text asserts 4.9/5 from 16,000+ reviews, while the crawled review\_count for individual pages ranges from 324 to 398. While there are proof\_links present (count of 2), the 40x difference between the claimed total and displayed proof creates a verification gap.

### EVIDENCE: PROOF DENSITY

The proof density is robust. The ratio of verifiable technical specs (e.g., 71% cotton 29% linen basket weave, moisture-wicking advanced polyester) to vague assertions is high. Unlike fast-fashion competitors, the site details material origin and construction methodology for nearly every item.

## COMMODITY FINGERPRINT

Detection of industry cliches/templates.

9

60% Reputation

The brand utilizes several industry clichés like premium quality fabrics and timeless design. However, it avoids a pure commodity fingerprint by including highly specific positioning details, such as the lowered second button for a V neckline and the specific Richmond fit. Boilerplate sections like Why Choose Us are replaced with feature-driven sections like The Richmond Chino.

## IDENTITY & AUTHORITY

Expert verifiability & Schema depth.

11

73% Reputation

### DIAGNOSIS: AUTHORITY GAPS

Authority is primarily established through the brand's 10-year history and publication logos (Esquire, CNBC, Forbes). A small gap exists because the structured data (JSON-LD) is limited to Organization schema and lacks Person schema for the founders mentioned in the narrative, leaving the artisan claims without a specific personal footprint.

### EVIDENCE: PERFORMANCE VS. CLAIMS

Marketing claims such as best fitting men's shirt on the market are subjective and border on fluff. However, the disconnect is minimized by the 60 day guarantee and specific custom styling options, which provide a tangible mechanism for the user to achieve that fit.

[See how to improve >](#)

## INDUSTRY MATCH & SCORE SUMMARY

Fashion, Apparel & Accessories Reputation: Ledbury (ledbury.com)

Reputation: 76 / 100

### INDUSTRY CLASSIFICATION

The site is a textbook match for the Men's Apparel industry, specifically focusing on the premium/made-to-measure (MTM) niche. The content consistently references technical fabric details and tailoring terminology appropriate for the category.

*"The score was primarily driven by the trust gap in review totals and minor industry jargon usage. The site excelled in semantic coherence and information density, which kept the final score in the Low BS range."*

#### **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://ledbury.com> to view the most current version of its content and see directly what this company is about and what it offers.

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Verified Analysis Date: May 30, 2026

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