

AI Reputation Analysis and Signal Evaluation - New Rock

BRAND AI REPUTATION

Fashion, Apparel & Accessories Reputation: New Rock (newrock.com)

https://newrock.com

Industry: Fashion, Apparel & Accessories



FASHION, APPAREL & ACCESSORIES

55.3 Avg Reputation

Based on 2934 businesses audited.

REPUTATION LEVEL

HIGHER REPUTATION THAN AVERAGE

New Rock has 3.7 points more reputation than the average for Fashion, Apparel & Accessories.

EXPERT VERDICT

New Rock avoids the 'Extreme BS' category by being a functional, product-first e-commerce site with high temporal relevance and specific pricing. However, it suffers from 'Template Inertia,' where generic retail boilerplate and suspicious '1 review' counts undermine its claims of artisanal rebellion. It is a real business hidden behind a low-effort digital interface.

[See how to improve >](#)

INFO DENSITY

Power-words vs. Substance ratio.

19

63% Reputation

Information density is bolstered by the heavy use of specific product identifiers such as 'M-106-S112' and 'M-TANK106-C2' instead of just flowery descriptions. However, the brand leans on power words like 'revolutionary,' 'rebel DNA,' and 'artisanal tradition' in its primary copy without defining what those technical protocols entail. The H2 headings are somewhat fragmented, often using template placeholders like 'Idioma' (Language) twice per page, which dilutes the substance-to-fluff ratio.

SEMANTIC COHERENCE

Homepage promise vs. Sub-page reality.

15

75% Reputation

There is minimal semantic drift between the homepage signal and sub-page delivery; the site promises boots and shoes and immediately provides a catalog of 2026 collections and specific price points. The 'CLOTHING 2026' H2 on the homepage is perfectly synchronized with the analysis date of May 24, 2026, showing high temporal relevance. The drift only appears in the 'Artisanal' claim, which is not backed by any manufacturing or workshop details in the sub-pages provided.

TRUST & PROOF

Verifiable evidence vs. Trust Theatre.

10

50% Reputation

DIAGNOSIS: TRUST THEATRE

The site exhibits Trust Theatre patterns by reporting a review_count of 1 across every single page, including the homepage and accessories collections, suggesting a static template element rather than genuine, granular social proof. While it provides a physical address in Yecla, Spain, for 'Recogida local' (Local pickup), there are only 3 proof links on the homepage and 2 on sub-pages, indicating a lack of external validation paths or third-party review integrations.

EVIDENCE: PROOF DENSITY

Proof density is low to moderate, relying heavily on a single physical address in Yecla as its primary 'Substance' point. Across the four pages, there are dozens of unsubstantiated assertions regarding 'vanguard' design compared to zero links to external certifications or material sourcing transparency reports. The ratio of product SKUs (Substance) to brand narrative (Signal) is favorable for a shop, but the 'Artisanal' narrative remains 100% fluff.

COMMODITY FINGERPRINT

Detection of industry cliches/templates.

8

53% Reputation

The site uses standard e-commerce template fingerprints like 'Shop the look,' 'Popular picks,' and 'Quick view' which are matches for the template_fingerprints dictionary. While the aesthetic of the brand is highly unique and not easily copy-pasted, the value propositions ('ADN rebelde', 'tradición artesanal') rely on industry clichés found in the patterns_json. The repetition of the 'Idioma' H2 suggests an unoptimized Shopify or similar CMS boilerplate implementation.

IDENTITY & AUTHORITY

Expert verifiability & Schema depth.

7

47% Reputation

DIAGNOSIS: AUTHORITY GAPS

There is a significant technical authority gap as the Homepage lacks any schema_json, and sub-pages only utilize basic CollectionPage schema without linking to a brand Organization or Person. The brand mentions 'artisanal tradition' but fails to name a single lead designer or craftsman, leaving a gap between the claim of 'heritage' and verifiable human authority. The technical implementation is marred by broken heading hierarchies, such as the repeated H2 'Idioma' tags and empty H1s on collection pages.

EVIDENCE: PERFORMANCE VS. CLAIMS

The marketing tone claims 'metallic engineering' and 'rebel DNA,' yet the site demonstrates standard retail functionality with no technical documentation of how their 'engineering' differs from standard footwear construction. The claim of being 'designed for those who do not fear to stand out' is a generic value proposition cliché that is not supported by any customer case studies or 'As seen in' social proof in the provided data. The performance claims are limited to aesthetic descriptions rather than functional benchmarks.

[See how to improve >](#)

INDUSTRY MATCH & SCORE SUMMARY

Fashion, Apparel & Accessories Reputation: New Rock (newrock.com)

Reputation: 59 / 100

INDUSTRY CLASSIFICATION

The site perfectly aligns with the Fashion, Apparel & Accessories industry, specifically focusing on alternative footwear and gothic-industrial aesthetics. The presence of specific SKU numbers, pricing in Euros, and specialized categories like 'Vegan' and 'Boots' confirms its status as a direct-to-consumer retail entity.

"The score of 59 is primarily driven by the lack of technical schema (Identity), the suspicious uniformity of the review count (Trust), and the use of template-heavy heading structures. The score is prevented from being higher by the very high density of specific product data and a clear, verifiable physical location."

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://newrock.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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