

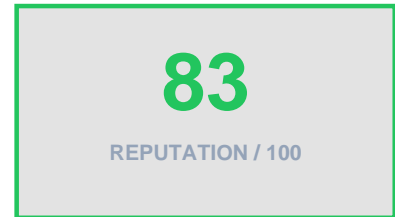
AI Reputation Analysis and Signal Evaluation - Peaceful Hooligan

BRAND AI REPUTATION

Fashion, Apparel & Accessories Reputation: Peaceful Hooligan (peacefulhooligan.co.uk)

https://peacefulhooligan.co.uk

Industry: Fashion, Apparel & Accessories



FASHION, APPAREL & ACCESSORIES

55.3 Avg Reputation

Based on 2934 businesses audited.

REPUTATION LEVEL

HIGHER REPUTATION THAN AVERAGE

Peaceful Hooligan has 27.7 points more reputation than the average for Fashion, Apparel & Accessories.

EXPERT VERDICT

Peaceful Hooligan is a high-substance retail brand that avoids standard marketing fog in favor of direct utility and subculture-specific positioning. The only major forensic red flag is the massive discrepancy between the 11,000 review claim and the modest review counts found in the technical schema. Aside from this trust gap, the site is a model of e-commerce transparency.

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INFO DENSITY

Power-words vs. Substance ratio.

27

90% Reputation

The information density is exceptionally high for a retail site, with headings focusing on direct value propositions like FREE MUG WHEN YOU SPEND 70+ and specific product names like Caliber Jacket Pale Pink. The substance-to-fluff ratio is favorable, as body text is primarily composed of specific technical attributes, pricing (e.g., Sale price 35.00), and available sizes (XS-6XL). A minor 3-point penalty is applied for generic value descriptors like built for movement and engineering for performance which lack specific technical metrics.

SEMANTIC COHERENCE

Homepage promise vs. Sub-page reality.

20

100% Reputation

There is zero semantic drift between the homepage positioning and the sub-page offerings. The homepage H1 Peaceful Hooligan and meta-description Civilian Uniform for Frontline Manoeuvres promise a specific utility-streetwear aesthetic that the sub-pages for Shorts and Polos deliver with items like Bunker Shorts and Operator Jackets. Messaging is consistent across all pages, maintaining a cohesive identity centered on football-inspired subculture apparel and the Peace Society rewards program.

TRUST & PROOF

Verifiable evidence vs. Trust Theatre.

10

50% Reputation

DIAGNOSIS: TRUST THEATRE

A significant trust theatre gap exists where the body text claims OVER 11,000 5-STAR REVIEWS, yet the structured data schema counts only 69 reviews on the homepage and 42-53 on sub-pages. Because there are no proof links to external third-party verification platforms like Trustpilot or Reviews.io to bridge this 10,000+ review discrepancy, this pillar receives a 10-point penalty. The trust signals are present but lack the external validation pathways required for a lower score.

EVIDENCE: PROOF DENSITY

Proof density is high regarding pricing, inventory availability, and physical specifications. Every product is anchored with a specific price point and a granular size list, which serves as a substance-heavy proof of business operations. The ratio of vague marketing assertions to verifiable product data is roughly 1 to 10, indicating a very low-BS approach to information delivery.

COMMODITY FINGERPRINT

Detection of industry cliches/templates.

11

73% Reputation

The site exhibits standard template fingerprints including New Arrivals, Sale, and Customer Reviews. However, the unique value proposition regarding Civilian Uniforms and the rank-based loyalty tiers of the Peace Society provide clear differentiation from generic fashion competitors. The layout is a standard e-commerce grid, but the specific niche positioning prevents it from being a pure commodity copy-paste.

IDENTITY & AUTHORITY

Expert verifiability & Schema depth.

15

100% Reputation

DIAGNOSIS: AUTHORITY GAPS

No authority gaps are identified as the brand relies on Organization identity rather than individual expert claims. The Organization schema is technically sound, including sameAs links to verified social footprints on Facebook, Instagram, TikTok, and YouTube. There are no unverifiable claims of being an award-winning brand or industry leader that would require person-specific digital footprints.

EVIDENCE: PERFORMANCE VS. CLAIMS

The brand makes relatively modest performance claims compared to industry peers, primarily focusing on breathable fabrics and technical performance for its SS26 collection. While these are not backed by GOTS or OEKO-TEX certifications in the provided text, they do not constitute high-level BS as they refer to standard garment utility. The primary disconnect remains the unverified aggregate review count.

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INDUSTRY MATCH & SCORE SUMMARY

**Fashion, Apparel & Accessories Reputation: Peaceful Hooligan
(peacefulhooligan.co.uk)**

Reputation: 83 / 100

INDUSTRY CLASSIFICATION

The website perfectly aligns with the Fashion, Apparel & Accessories industry, specifically focusing on technical streetwear and casual menswear. The content is dominated by product grids, seasonal collection naming conventions (SS26), and technical garment descriptions.

"The score of 83 is primarily driven by the Trust and Proof pillar (10 points) due to the unverified 11,000 review claim. Small penalties in Information Density (3 points) and Commodity Fingerprint (4 points) account for minor generic descriptors and standard e-commerce template usage. The site scored perfectly in Semantic Coherence and Identity, reflecting a highly consistent and technically sound online presence."

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://peacefulhooligan.co.uk> 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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