

# AI Reputation Analysis and Signal Evaluation - PissDrunx

## BRAND AI REPUTATION

### Fashion, Apparel & Accessories Reputation: PissDrunx (pissdrunx.com)

https://pissdrunx.com

Industry: Fashion, Apparel & Accessories



## FASHION, APPAREL & ACCESSORIES

### 55.3 Avg Reputation

Based on 2934 businesses audited.

REPUTATION LEVEL

#### HIGHER REPUTATION THAN AVERAGE

PissDrunx has 10.7 points more reputation than the average for Fashion, Apparel & Accessories.

#### EXPERT VERDICT

PissDrunx is the technical antithesis of corporate bullshit; it is anemic and proof-deficient, but refreshingly free of traditional marketing fluff. It operates as a raw commerce portal rather than a brand narrative, scoring low on BS by virtue of saying almost nothing at all. Its primary failures are technical negligence and unverified trust signals.

[See how to improve >](#)

#### INFO DENSITY

Power-words vs. Substance ratio.

19

63% Reputation

The site is almost entirely free of industry power words; headings such as BARBED CREWNECK BLACK and MAGIC 8 BALL CREWNECK contain 0% marketing fluff. However, the body substance ratio is poor because there is virtually no descriptive text between headings to evaluate. Specificity is high regarding pricing (e.g., \$35.00 USD), but the total absence of material specifications or technical protocols results in a maximum penalty for specificity absence. The site functions as a bare inventory list rather than a substantive brand presentation.

## SEMANTIC COHERENCE

Homepage promise vs. Sub-page reality.

17

85% Reputation

The homepage H1 is non-existent, but the meta\_description accurately promises skateboards and accessories, which the sub-pages deliver without contradiction. There is no messaging drift where premium claims are undermined by low-quality sub-page content. The consistency is high because the site makes so few claims that it cannot diverge from them. The only structural drift is the use of H2 tags for utility text like Your cart is empty rather than content hierarchy.

## TRUST & PROOF

Verifiable evidence vs. Trust Theatre.

10

50% Reputation

### DIAGNOSIS: TRUST THEATRE

The trust\_theatre\_flag is true due to the display of 26 reviews on the homepage with 0 proof\_links\_count to external verification platforms. While the site avoids making unsubstantiated performance claims like 'trusted by thousands,' the lack of any external proof paths to case studies or press coverage creates a verification vacuum. The review count exists as a closed-loop system without third-party validation.

### EVIDENCE: PROOF DENSITY

The ratio of verifiable evidence to claims is low because the site provides almost no descriptive evidence or claims at all. The 26 reviews on the homepage represent the only attempt at proof, yet they lack a linked source or date. The missing\_elements of material composition and sizing methodology are the primary factors limiting the site's substance.

## COMMODITY FINGERPRINT

Detection of industry cliches/templates.

13

87% Reputation

PissDrunk avoids nearly all industry clichés such as sustainable fashion or artisan craftsmanship found in the pattern dictionary. It uses standard Shopify template\_fingerprints like Join our mailing list and Country/region, which are common but not deceptive. The value proposition is highly unique simply by being aggressively 'anti-brand' and using a non-corporate brand name. There are zero instances of 'affordable luxury' or 'redefining fashion' cliches.

## IDENTITY & AUTHORITY

Expert verifiability & Schema depth.

7

47% Reputation

### DIAGNOSIS: AUTHORITY GAPS

A significant technical gap exists as the site lacks an H1 on the homepage and provides no Person schema for its founders or skate team members. Despite the brand's established name in the industry, the site provides no digital footprint or sameAs links to confirm the expertise of the individuals behind it. The schema\_json is a basic Organization type with no specific founder or expertise properties, leaving the brand's authority entirely unquantified.

### EVIDENCE: PERFORMANCE VS. CLAIMS

There is zero disconnect here because the site makes no performance claims to begin with. It does not promise 'premium quality' or 'longevity' in its text, opting instead for literal product names. This lack of marketing tone prevents the BS score from rising into the 'High' or 'Extreme' categories.

[See how to improve >](#)

## INDUSTRY MATCH & SCORE SUMMARY

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**Fashion, Apparel & Accessories Reputation: PissDrunx (pissdrunx.com)**

**Reputation: 66 / 100**

### INDUSTRY CLASSIFICATION

The site aligns well with the stark, minimalist aesthetic of core skateboarding subculture apparel. However, it lacks the detailed material and supply chain transparency usually expected in the broader Fashion and Apparel category.

*"The BS score of 66 is driven by the lack of information density and the presence of unverified reviews (Trust Theatre). While the site avoids jargon and semantic drift, its technical gaps and the omission of substantive product details prevent a lower score. It sits comfortably in the Low BS category because it prioritizes literal product listings over marketing hyperbole."*

### 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://pissdrunx.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 24, 2026

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