

AI Reputation Analysis and Signal Evaluation - Road Runner Sports

BRAND AI REPUTATION

Fashion, Apparel & Accessories Reputation: Road Runner Sports (roadrunnersports.com)

https://roadrunnersports.com

Industry: Fashion, Apparel & Accessories



FASHION, APPAREL & ACCESSORIES

55.3 Avg Reputation

Based on 2934 businesses audited.

REPUTATION LEVEL

LOWER REPUTATION THAN AVERAGE

Road Runner Sports has 14.3 points less reputation than the average for Fashion, Apparel & Accessories.

EXPERT VERDICT

Road Runner Sports presents a classic case of 'Legacy BS'?leveraging historical stats from 1983 to mask a current digital experience that is fundamentally broken. While the product inventory appears current for June 2026, the failure to deliver on every primary call-to-action (VIP, Shoefinder, Contact) results in a high BS score. They are currently selling a 'Trust' signal that their technical infrastructure cannot substantiate.

[See how to improve >](#)

INFO DENSITY

Power-words vs. Substance ratio.

22

73% Reputation

The homepage contains high specificity in its product listings, naming current models like ASICS GEL-Nimbus 28 and Brooks Glycerin 23, which suggests a substance-rich catalog. However, the substance evaporates immediately upon leaving the homepage, as three out of four analyzed pages are 404 error shells. While the homepage claims to have 'fit over 40 million running shoes' and operates '52 running shoe stores,' these numbers are isolated and not supported by the broken sub-pages that are supposed to deliver these services.

SEMANTIC COHERENCE

Homepage promise vs. Sub-page reality.

3

15% Reputation

There is extreme semantic drift between the homepage's high-authority signal and the sub-page reality. The homepage H1 claims to be a 'Trusted Running Store' and heavily promotes a 'VIP Rewards' program and a 'Perfect Fit' tool. However, the links for both the VIP program (/vip/rewards/) and the Shoefinder (/shoefinder/) lead to 404 'SORRY LOOKS LIKE THAT PAGE IS OUT FOR A RUN' errors, representing a total disconnect between promised value and actual delivery.

TRUST & PROOF

Verifiable evidence vs. Trust Theatre.

4

20% Reputation

DIAGNOSIS: TRUST THEATRE

Trust theatre is high due to the discrepancy between the claim of having helped 'tens of millions of runners' and a review_count of only 2 across all pages. The trust_theatre_flag is true on all sub-pages because they display trust metadata while containing no actual content. Bold claims like 'America's best prices' and 'Running Shoe Heaven' lack any linked verification or external proof paths in the provided data.

EVIDENCE: PROOF DENSITY

The ratio of proof to fluff is extremely skewed by the technical failures. The homepage provides the only proof points: the specific brand count, the store count (52), and specific shoe models. Beyond those 5-6 points, there are dozens of unsubstantiated assertions regarding being the 'best' or 'heaven' for runners, with zero evidence provided on the broken sub-pages.

COMMODITY FINGERPRINT

Detection of industry cliches/templates.

6

40% Reputation

The brand uses several industry cliches such as 'Premium cushioning,' 'Gear Up for Every Run,' and 'Find Your Perfect Fit.' While the heritage claim of being founded in 1983 is unique, the value proposition of 'rewards cash,' '90-day returns,' and 'free shipping' is a standard commodity template for large-scale athletic retailers. The value proposition is highly copy-pastable onto competitors like Fleet Feet or JackRabbit.

IDENTITY & AUTHORITY

Expert verifiability & Schema depth.

6

40% Reputation

DIAGNOSIS: AUTHORITY GAPS

A significant technical credibility gap exists where a site claiming 40+ years of authority fails to maintain basic navigation to its core conversion funnels (Shoe Finder and VIP program). While the schema_json correctly identifies the business as an OnlineBusiness in San Diego with a valid phone number, there is no Person schema for founders or experts to back the claim of being 'Trusted' since 1983. The failure of the 'Contact Us' page further erodes the authority claimed in the homepage H1.

EVIDENCE: PERFORMANCE VS. CLAIMS

The site makes massive performance claims, such as fitting '40 million running shoes' and having 'America's best prices,' without providing any link to a price-match guarantee or a methodology for their fitting success. The marketing tone is that of a national leader, yet the site demonstrates the technical instability of an unmaintained property. The disconnect is most visible in the 'Virtual Perfect Fit Finder' which is marketed as a 3-minute solution but is currently a dead link.

[See how to improve >](#)

INDUSTRY MATCH & SCORE SUMMARY

**Fashion, Apparel & Accessories Reputation: Road Runner Sports
(roadrunnersports.com)**

Reputation: 41 / 100

INDUSTRY CLASSIFICATION

The site strongly aligns with the Fashion, Apparel & Accessories category, specifically focused on performance athletic footwear and gear. The content focuses on established running brands like Brooks, ASICS, and HOKA, though the technical failure of sub-pages hampers full industry depth verification.

"The score is primarily driven by Semantic Coherence (17/20) and Trust and Proof (16/20). The total failure of strategic sub-pages to deliver on homepage promises creates maximum semantic drift. Additionally, the low review count relative to massive volume claims creates a significant Trust Theatre penalty."

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://roadrunnersports.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: June 19, 2026

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