

AI Reputation Analysis and Signal Evaluation - Superfeet Worldwide

BRAND AI REPUTATION

Fashion, Apparel & Accessories Reputation: Superfeet Worldwide (superfeet.com)

https://superfeet.com

Industry: Fashion, Apparel & Accessories



FASHION, APPAREL & ACCESSORIES

55.3 Avg Reputation

Based on 2934 businesses audited.

REPUTATION LEVEL

HIGHER REPUTATION THAN AVERAGE

Superfeet Worldwide has 19.7 points more reputation than the average for Fashion, Apparel & Accessories.

EXPERT VERDICT

Superfeet is a rare case where the marketing signal is almost entirely backed by mechanical and clinical substance. While the site indulges in some clinical 'most on the planet' bravado, it provides the technical receipts to justify its premium price point.

[See how to improve >](#)

INFO DENSITY

Power-words vs. Substance ratio.

22

73% Reputation

The site displays high substance-to-fluff ratios on product and professional pages. Technical specifications such as 4.5mm and 6.5mm thickness for SuperRev products and measurable outcomes like the 24% reduction in plantar fascia strain provide high density. However, the homepage relies on power-word heavy H2 headings like 'Start summer one step ahead' and 'Add Spring to every step' which lack specific nouns or numbers.

SEMANTIC COHERENCE

Homepage promise vs. Sub-page reality.

18

90% Reputation

Alignment between the homepage and sub-pages is strong. The homepage H1 'Mapped to your Foot' is directly substantiated by the ME3D page's detailed explanation of digital scanning and the stability lattice structure. There is no significant drift from the 'Premium' positioning as sub-page pricing (\$109-\$139) and technical data support the high-end signal.

TRUST & PROOF

Verifiable evidence vs. Trust Theatre.

12

60% Reputation

DIAGNOSIS: TRUST THEATRE

The site uses Trust Theatre patterns by claiming to be the 'most studied, tested, and scientifically validated insoles on the planet' without providing direct proof_links to the 20+ mentioned third-party studies. While review_counts are present (94 on homepage, 69 on ME3D), the trust_theatre_flag is triggered on the healthcare page because high-level clinical claims are made without direct verification paths to the cited research documents.

EVIDENCE: PROOF DENSITY

Proof density is significantly higher than industry averages. Verifiable evidence includes specific iPhone hardware requirements (iPhone 13+), exact material thickness, and APMA certifications. Unsubstantiated claims are mostly limited to the homepage hero area.

COMMODITY FINGERPRINT

Detection of industry cliches/templates.

11

73% Reputation

While the brand uses template fingerprints like 'Best Sellers' and 'Your Cart,' its value proposition is highly unique. The ME3D 3D-printing process and the specific 1,000-mile durability lab-test claim are not easily copy-pasted by competitors. Fluff is limited to standard marketing sections like '#poweredbysuperfeet' and 'Work with confidence.'

IDENTITY & AUTHORITY

Expert verifiability & Schema depth.

12

80% Reputation

DIAGNOSIS: AUTHORITY GAPS

Authority is anchored by named Olympians such as Colleen Quigley and Sanya Richards-Ross, which provides high real-world credibility. However, there is a technical gap as these experts are not represented in the schema_json with Person or sameAs properties, and the 100+ US and international patents are mentioned but not specifically listed or linked.

EVIDENCE: PERFORMANCE VS. CLAIMS

The performance claims are bold but generally backed by internal or laboratory metrics, such as the '1,000 miles of projected cushioning durability.' The disconnect is minor, primarily involving the inability to verify the 'third-party' nature of the studies through the provided clean_text.

[See how to improve >](#)

INDUSTRY MATCH & SCORE SUMMARY

Fashion, Apparel & Accessories Reputation: Superfeet Worldwide (superfeet.com)

Reputation: 75 / 100

INDUSTRY CLASSIFICATION

The site fits the Fashion, Apparel & Accessories category but leans heavily into the Performance/Orthotics sub-sector. The content successfully bridges retail consumer apparel with medical-grade performance claims.

"The score of 75 is driven primarily by the high technical density of the ME3D and Healthcare pages, which neutralizes the generic marketing tone of the homepage. Points were lost mainly in Trust and Proof due to the lack of direct external links to the clinical studies claimed."

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://superfeet.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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