

AI Reputation Analysis and Signal Evaluation - TLB Mallorca

BRAND AI REPUTATION

Fashion, Apparel & Accessories Reputation: TLB Mallorca (tlbmallorca.com)

https://tlbmallorca.com

Industry: Fashion, Apparel & Accessories



FASHION, APPAREL & ACCESSORIES

55.3 Avg Reputation

Based on 2934 businesses audited.

REPUTATION LEVEL

HIGHER REPUTATION THAN AVERAGE

TLB Mallorca has 32.7 points more reputation than the average for Fashion, Apparel & Accessories.

EXPERT VERDICT

TLB Mallorca is a low-BS outlier in the fashion industry that uses radical transparency as its primary trust signal. By naming its suppliers and providing its physical factory address and tax ID, it transforms 'handcrafted' from a cliché into a technical reality. This site is a benchmark for how to sell high-end goods without marketing hyperbole.

[See how to improve >](#)

INFO DENSITY

Power-words vs. Substance ratio.

26

87% Reputation

The site exhibits exceptionally high information density. Headings avoid typical marketing fluff, focusing instead on collections like ARTISTA or specific product types. Body text is saturated with substance, naming specific tanneries such as Anonnay for French Calf and Charles Stead for suede, alongside the specific Goodyear Welted technique. Generic claims are nearly non-existent, replaced by technical specifications like 'single leather closed channel sole' and 'last ALAN with width F'.

SEMANTIC COHERENCE

Homepage promise vs. Sub-page reality.

19

95% Reputation

There is virtually zero semantic drift between the homepage signal and the sub-page evidence. The homepage promises handcrafted shoes from Mallorca, and the sub-pages provide the exact manufacturing location in Inca and detailed production processes. The pricing of 295 to 395 Euros is consistent with the 'affordable luxury' and 'Goodyear welted' positioning throughout the site.

TRUST & PROOF

Verifiable evidence vs. Trust Theatre.

17

85% Reputation

DIAGNOSIS: TRUST THEATRE

Trust is built through transparency rather than theatre. The review_count of 490 is supported by detailed, long-form customer testimonials that mention specific staff members (Toni) and comparative brands (Crockett and Jones). While the proof_links_count is low at 3, the inclusion of a verifiable Spanish Tax ID (A07062466) and a physical factory address serves as high-grade forensic evidence.

EVIDENCE: PROOF DENSITY

The proof density is high, with a strong ratio of technical evidence to marketing assertions. Verifiable points include the use of specific leather origins (Anonnay), the construction method (Goodyear Welted), the specific factory location (Inca), and recent customer reviews (May 2026) that reference specific product models like the 117 ARTISTA.

COMMODITY FINGERPRINT

Detection of industry cliches/templates.

12

80% Reputation

The site largely avoids the commodity fingerprint of modern e-commerce. While it uses some standard template elements like FAQ and Contact Us, the content within them is highly specific, such as VAT deduction details for non-EU sales and precise shipping/customs costs for various global regions. It avoids the 'ethical fashion' jargon common in the industry dictionary, focusing instead on 'local philosophy' and 'artisan craftsmanship' backed by factory-direct reality.

IDENTITY & AUTHORITY

Expert verifiability & Schema depth.

14

93% Reputation

DIAGNOSIS: AUTHORITY GAPS

Authority is well-established but has minor technical gaps. The site mentions Toni Llobera Barceló as the driving force and expert, providing a name and face to the operation, yet the provided schema_json lacks Person schema to technically link his digital footprint. However, the presence of specific tax registration and physical store details in Mallorca strongly validates the brand's identity.

EVIDENCE: PERFORMANCE VS. CLAIMS

The site makes few bold marketing performance claims, preferring to describe the physical attributes of the product. The claim of 'perfectly fitting shoes' is mitigated by a specific 'free size exchange' policy and a dedicated fitting guide, showing that the company acknowledges the complexity of their product rather than just making a vague assertion.

[See how to improve >](#)

INDUSTRY MATCH & SCORE SUMMARY

**Fashion, Apparel & Accessories Reputation: TLB Mallorca
(tlbmallorca.com)**

Reputation: 88 / 100

INDUSTRY CLASSIFICATION

The site perfectly aligns with the high-end footwear and artisanal fashion industry. The content demonstrates deep technical knowledge of shoe construction and material sourcing characteristic of traditional Spanish cordwaining.

"The exceptionally low BS score of 88 was driven by high Information Density and strong Semantic Coherence. The site avoids almost all common industry clichés, providing forensic details (Tax IDs, tannery names, factory addresses) that most competitors obscure with marketing fluff."

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://tlbmallorca.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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