

AI Reputation Analysis and Signal Evaluation - Toad&Co

BRAND AI REPUTATION

Fashion, Apparel & Accessories Reputation: Toad&Co (toadandco.com)

https://toadandco.com

Industry: Fashion, Apparel & Accessories



FASHION, APPAREL & ACCESSORIES

55.3 Avg Reputation

Based on 2934 businesses audited.

REPUTATION LEVEL

HIGHER REPUTATION THAN AVERAGE

Toad&Co has 22.7 points more reputation than the average for Fashion, Apparel & Accessories.

EXPERT VERDICT

Toad&Co is a high-substance brand that successfully avoids the 'greenwashing' trap by anchoring eco-claims in a verifiable 30-year operational history. The BS score is driven primarily by minor e-commerce template filler rather than deceptive messaging or semantic drift.

[See how to improve >](#)

INFO DENSITY

Power-words vs. Substance ratio.

22

73% Reputation

The site exhibits high information density, particularly on the Sustainability page which lists specific fiber milestones from 1996 to 2025. Body text contains measurable claims such as '100% of our cotton is either organic or recycled' and a specific goal to 'remove all plastic-based product packaging by 2026.' However, the score is slightly elevated by the repetition of generic H2 headings like 'Shop Now' and 'Feel Good Clothes' which offer no informational value.

SEMANTIC COHERENCE

Homepage promise vs. Sub-page reality.

17

85% Reputation

Drift is minimal as the primary signal of 'Sustainable, Organic & Eco Friendly Clothing' on the homepage is directly supported by the Sustainability sub-page. The 'ToadAgain' resale program and the mention of specific custom fabric blends like 'Samba' provide substance to the 'slow fashion' claim. Minor drift is noted in the heading hierarchy where H2 tags are used for navigation prompts rather than structural content.

TRUST & PROOF

Verifiable evidence vs. Trust Theatre.

18

90% Reputation

DIAGNOSIS: TRUST THEATRE

Trust theatre is notably low due to the inclusion of verifiable third-party links in the structured data, including B Corp, Good On You, and 1% for the Planet. Review counts (605 and 720) are present, and while not all individual product reviews are linked to external mirrors, the B Corp certification provides a high level of institutional verification that offsets typical fashion industry puffery.

EVIDENCE: PROOF DENSITY

The proof density is high, with a ratio of evidence to claims that favors substance. Specific proof points include the 'ToadAgain' resale initiative, the 1% for the Planet partnership, and the removal of Rayon/Viscose in 2008. These are not vague assertions but dated operational decisions.

COMMODITY FINGERPRINT

Detection of industry clichés/templates.

8

53% Reputation

The brand uses common industry jargon such as 'sustainable fashion,' 'ethically made,' and 'slow fashion.' While these are clichés, they are anchored to a 30-year historical timeline ('Since 96'), which prevents the value proposition from being entirely copy-pasteable. The sale pages rely on standard e-commerce templates ('All Women's Sale Styles'), contributing to a moderate fingerprint score.

IDENTITY & AUTHORITY

Expert verifiability & Schema depth.

13

87% Reputation

DIAGNOSIS: AUTHORITY GAPS

Authority is well-established through the founding date (1996) and the B Corp certification ('25). There is a slight gap in Person schema, as individual designers or experts are not linked to a digital footprint, but the brand's organizational identity is technically robust with comprehensive sameAs links to social and ethical directories.

EVIDENCE: PERFORMANCE VS. CLAIMS

Marketing assertions such as 'built to last' are inherently subjective and lack a specific metric for durability or longevity. However, most environmental performance claims are backed by specific percentages (e.g., '20% recycled fibers') and external certifications, leading to a low disconnect score compared to industry peers.

[See how to improve >](#)

INDUSTRY MATCH & SCORE SUMMARY

Fashion, Apparel & Accessories Reputation: Toad&Co (toadandco.com)

INDUSTRY CLASSIFICATION

The site is perfectly aligned with the Sustainable Fashion and Apparel industry. The content focuses extensively on material transparency (organic cotton, hemp, Tencel) and ethical manufacturing certifications that define this category.

"The score of 78 reflects a 'Minimal to Low BS' profile. The information density and trust pillars are exceptionally strong due to B Corp transparency and specific historical data, while the commodity fingerprint and semantic coherence pillars carry minor penalties for template-driven navigation and repetitive jargon."

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://toadandco.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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