

# AI Reputation Analysis and Signal Evaluation - Turnbull & Asser

## BRAND AI REPUTATION

### Fashion, Apparel & Accessories Reputation: Turnbull & Asser (turnbullandasser.com)

https://turnbullandasser.com

Industry: Fashion, Apparel & Accessories



## FASHION, APPAREL & ACCESSORIES

### 55.3 Avg Reputation

Based on 2934 businesses audited.

REPUTATION LEVEL

#### HIGHER REPUTATION THAN AVERAGE

Turnbull & Asser has 12.7 points more reputation than the average for Fashion, Apparel & Accessories.

#### EXPERT VERDICT

Turnbull & Asser is a rare example of a legacy brand that backs its 'craftsmanship' labels with actual manufacturing protocols, such as the mandatory three-wash launder cycle for bespoke samples. The BS score is driven by technical neglect?specifically null schema and thin homepage content?rather than a lack of substance in the brand's underlying claims.

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#### INFO DENSITY

Power-words vs. Substance ratio.

22

73% Reputation

The site exhibits high substance in its body text, specifically regarding the bespoke process which details '18 precise measurements' and a 'minimum order of four shirts' to ensure pattern accuracy. However, heading fluff is notable with generic H2s like 'TRUE BESPOKE' and 'TAILORED TO YOU' comprising a significant portion of the structural hierarchy. Information density is saved by the presence of technical protocols, such as the requirement to wear and launder a sample shirt three times before final adjustments. Concept repetition is moderate, with terms like 'Royal Warrant' and 'craftsmanship' appearing across all crawled pages without substantial variation in context.

## 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 promise of 'Royal Warrant Shirtmakers' is substantiated by detailed descriptions of the Gloucester workshop and the specific patronage of King Charles III. The primary H1 and meta-descriptions focus on heritage and craftsmanship, which are consistently supported by the procedural depth found on the Bespoke and Delivery pages. Minor drift is only detected in the technical metadata where the homepage char\_count of 62 suggests thin content despite the brand's premium positioning.

## TRUST & PROOF

Verifiable evidence vs. Trust Theatre.

15

75% Reputation

### DIAGNOSIS: TRUST THEATRE

Turnbull & Asser avoids common trust theatre traps, with the trust\_theatre\_flag remaining false across all pages and a modest review\_count of 5, which suggests a lack of manufactured social proof. While the site makes significant historical and quality claims, the proof\_links\_count of 1 indicates a lack of external validation paths or linked evidence for its Royal Warrant status in the provided data. Performance claims like 'exceptional experience' are largely unsubstantiated by direct client testimonials or data, relying instead on the brand's established legacy.

### EVIDENCE: PROOF DENSITY

Proof density is high regarding procedural evidence (e.g., the 5-step bespoke process) but low regarding external validation, with a proof\_links\_count of only 1. The specificity of numbers such as '1,000+ fabrics' and '1885' provides a high ratio of verifiable facts to vague assertions. However, the site lacks a clear external proof path to third-party certifications or the official Royal Warrant registry within the immediate page structure.

## COMMODITY FINGERPRINT

Detection of industry clichés/templates.

7

47% Reputation

The site utilizes several industry clichés including 'artisan craftsmanship,' 'premium quality fabrics,' and 'timeless design,' matching at least four patterns in the industry dictionary. Template language is prevalent in the heading structure, with boilerplate sections for 'Sign In,' 'customer service,' and 'Join The Turnbull Family' appearing on every page. Despite this, the value proposition remains unique due to the highly specific and rigid bespoke manufacturing protocols that would be impossible for a commodity competitor to emulate without identical operational depth.

## IDENTITY & AUTHORITY

Expert verifiability & Schema depth.

5

33% Reputation

### DIAGNOSIS: AUTHORITY GAPS

A significant technical authority gap exists as the schema\_json is null across all crawled pages, missing a critical opportunity to define Organization or RoyalWarrant structured data. While the site references experts like James Cook, there is no Person schema or sameAs links to establish a verifiable digital footprint for these individuals. The technical implementation is further weakened by a thin homepage content profile and redundant heading structures, such as repeating 'THE MEASUREMENTS' as both an H2 and H3 on the same page.

### EVIDENCE: PERFORMANCE VS. CLAIMS

The marketing tone is surprisingly restrained, focusing on heritage and process rather than bold performance metrics. The site claims 'exceptional strength' in its seams and 'impeccable accuracy,' which are technical assertions that, while not linked to lab results, are contextualized within a detailed description of hand-worked sewing machines. The disconnect between the brand's 'world-class' positioning and its thin technical metadata is the most prominent marketing gap.

[See how to improve >](#)

## INDUSTRY MATCH & SCORE SUMMARY

**Fashion, Apparel & Accessories Reputation: Turnbull & Asser  
(turnbullandasser.com)**

**Reputation: 68 / 100**

### INDUSTRY CLASSIFICATION

The website perfectly aligns with the high-end fashion and bespoke tailoring industry, specifically within the heritage British menswear niche. The content heavily focuses on Royal Warrants, Jermyn Street history, and technical garment construction details consistent with luxury apparel standards.

*"The score of 26 is primarily a result of technical authority gaps (Pillar 5) and the use of template boilerplate (Pillar 4). The brand maintains a perfect score in Semantic Coherence (Pillar 2) due to its extreme alignment between heritage claims and procedural evidence. The low BS score reflects a site that provides genuine substance but lacks the technical structured data to prove that authority to search engines."*

### 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://turnbullandasser.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: May 24, 2026

**(c) 1EuroSEO Independent Evaluator - Non-Sponsored Result**