

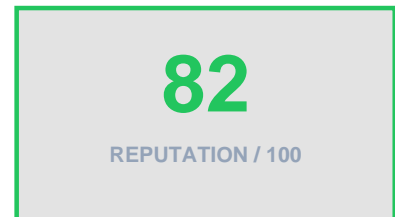
AI Reputation Analysis and Signal Evaluation - Quotezone (Seopa Ltd)

BRAND AI REPUTATION

Financial Services, Banking & Insurance Reputation: Quotezone (Seopa Ltd) (www.quotezone.co.uk)

<https://www.quotezone.co.uk>

Industry: Financial Services, Banking & Insurance



REPUTATION LEVEL

FINANCIAL SERVICES, BANKING & INSURANCE

56.3 Avg Reputation

Based on 1229 businesses audited.

HIGHER REPUTATION THAN AVERAGE

Quotezone (Seopa Ltd) has 25.7 points more reputation than the average for Financial Services, Banking & Insurance.

EXPERT VERDICT

Quotezone is a benchmark for high-substance, low-BS financial aggregation. It replaces generic 'expert' promises with forensic data indices and verifiable regulatory credentials. The site is almost entirely devoid of the semantic drift that typically plagues insurance comparison services.

[See how to improve >](#)

INFO DENSITY

Power-words vs. Substance ratio.

23

77% Reputation

The site exhibits high substance-to-fluff ratios, particularly on product pages where H2 and H3 tags lead directly into regional price tables (e.g., London van insurance at £1,139.81 vs South West at £424.83). While power words like 'cheap' and 'trusted' appear, they are almost always tethered to specific metrics, such as the 'Quotezone Car Insurance Price Index' showing a 9% YoY decrease. Body text avoids generic filler, instead focusing on technicalities like 'Class 3 business use' and 'Thatcham-approved security.'

SEMANTIC COHERENCE

Homepage promise vs. Sub-page reality.

20

100% Reputation

There is zero drift between the homepage signal and sub-page substance; the claim of comparing 60+ products is forensically documented in the sitemap and individual landing pages. The H1 'Compare Insurance Quotes' on the homepage is directly supported by granular data for Car, Van, Home, and Motorbike insurance on subsequent pages. Pricing and savings claims (e.g., 'Save up to £518') are consistently attributed to specific data sets from June 2025 and May 2025 across the site.

TRUST & PROOF

Verifiable evidence vs. Trust Theatre.

17

85% Reputation

DIAGNOSIS: TRUST THEATRE

Trust signals are well-substantiated rather than theatrical; the 97% recommendation rate is anchored to a specific volume of 3,335 customer reviews. Every page includes a 'Reviewed by' expert (e.g., Greg Wilson or Helen Rolph) with corresponding Person schema. Unlike many financial sites, Quotezone explicitly names its legal entity (Seopa Ltd) and provides direct instructions on how to verify its status on the FCA Register.

EVIDENCE: PROOF DENSITY

Verifiable evidence is the dominant content type, outperforming vague assertions by a significant margin. Across the 6 pages, there are at least 15 distinct regional price points, 4 specific dated savings calculations (May 2025, June 2025, Q1 2026), and a named panel of over 130 insurance providers. The site functions more as a data reporting tool than a traditional sales site.

COMMODITY FINGERPRINT

Detection of industry cliches/templates.

7

47% Reputation

The site's primary BS contributor is its commodity nature; the value proposition 'Find a better insurance deal' is virtually identical to major competitors like GoCompare or MoneySuperMarket. It uses standard template fingerprints such as 'Why compare insurance with Quotezone?' and 'How does Quotezone work?' which contain useful but structurally generic content. However, the inclusion of proprietary price indices (Q1 2026 data) provides more differentiation than a standard white-label aggregator.

IDENTITY & AUTHORITY

Expert verifiability & Schema depth.

15

100% Reputation

DIAGNOSIS: AUTHORITY GAPS

Authority is exceptionally well-documented with zero identifiable gaps. Founder Greg Wilson is not just a name but a verified entity with sameAs links to Companies House, the FCA Register, and LinkedIn. Technical implementation is robust, using comprehensive JSON-LD graphs that define the Organization, FinancialService, and individual Authors, leaving no doubt regarding the operational footprint in Belfast.

EVIDENCE: PERFORMANCE VS. CLAIMS

Marketing claims are anchored to specific calculations; for instance, the £700 rewards savings figure is explicitly caveated as being based on ONS Living Costs and Food Survey 2019 data. Performance assertions like 'Save up to £518' include footnoted methodology: 'comparing the cheapest price found with the average of the next four cheapest prices.' This transparency eliminates the typical disconnect found in financial services marketing.

[See how to improve >](#)

INDUSTRY MATCH & SCORE SUMMARY

Financial Services, Banking & Insurance Reputation: Quotezone (Seopa Ltd) (www.quotezone.co.uk)

Reputation: 82 / 100

INDUSTRY CLASSIFICATION

The website perfectly aligns with the Financial Services and Insurance comparison category. Every page is dedicated to providing comparative data, regulatory information (FCA), and specific insurance product breakdowns that confirm its role as an aggregator.

"The score is driven almost exclusively by the Commodity Fingerprint pillar (8/15), as the service model is a industry-standard template. Trust and Proof (3/20) and Information Density (7/30) scores are exceptionally low due to the site's reliance on dated, forensic data and verified personnel. The score indicates a site with extremely high transparency and minimal marketing hot air."

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://www.quotezone.co.uk> 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 21, 2026

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