

AI Reputation Analysis and Signal Evaluation - PEScience

BRAND AI REPUTATION

Fitness, Gyms & Sports Clubs Reputation: PEScience (pescience.com)

<https://pescience.com>

Industry: Fitness, Gyms & Sports Clubs



FITNESS, GYMS & SPORTS CLUBS

63.7 Avg Reputation

Based on 558 businesses audited.

REPUTATION LEVEL

HIGHER REPUTATION THAN AVERAGE

PEScience has 7.3 points more reputation than the average for Fitness, Gyms & Sports Clubs.

EXPERT VERDICT

PEScience is a high-substance brand that suffers from a 'walled garden' of trust; they provide all the data a consumer needs but keep the verification entirely internal. It is a rare example of a supplement site where the Education Corner actually contains more information than the marketing hero sections. The lack of external validation links is the only thing keeping this out of the minimal BS range.

[See how to improve >](#)

INFO DENSITY

Power-words vs. Substance ratio.

22

73% Reputation

The body substance ratio is exceptionally high for the supplement category, providing granular data such as the 80:20 casein-to-whey ratio and specific caffeine dosages (125mg). Heading fluff is present in power words like Unmatched taste and Science-Backed, but these are immediately followed by technical specifications in the body text. Concept repetition is moderate, specifically regarding the superiority of whey and casein blends, which appears on three out of four analyzed pages. Body passages like the Technical Product Writeup on the Select RTD page contain actual citations (1, 2, 4, 5) which is rare in this industry.

SEMANTIC COHERENCE

Homepage promise vs. Sub-page reality.

19

95% Reputation

There is virtually zero semantic drift between the homepage signal and sub-page substance. The homepage H2 Select The Best and claim of 14 years of science-backed foundation are directly supported by the deep-dive articles in the Education Corner and detailed nutrition facts on product pages. Unlike many competitors that shift from science in the hero section to purely aesthetic marketing on product pages, PEScience maintains a technical tone throughout the funnel.

TRUST & PROOF

Verifiable evidence vs. Trust Theatre.

8

40% Reputation

DIAGNOSIS: TRUST THEATRE

Trust theatre is the primary driver of the score, with a review_count of 38,553 for Select Protein displayed without any verified third-party proof links to external platforms like Trustpilot or Google. While the site includes images of Certificates of Assurance, these are internal assets rather than outbound proof paths to the testing lab's independent domain. The trust_theatre_flag is true across all pages because of this massive scale of self-hosted social proof without external validation links.

EVIDENCE: PROOF DENSITY

The ratio of verifiable evidence (nutrition facts, ingredient lists, batch testing certificates) to vague assertions is high. The presence of actual product labels with \$1.85 per serving calculations provides a transparent engagement structure that offsets generic marketing fluff. However, the site lacks verified member transformation stories with consent, relying instead on high-volume aggregated star ratings.

COMMODITY FINGERPRINT

Detection of industry cliches/templates.

11

73% Reputation

The brand exhibits low industry cliché density, avoiding generic fitness claims like transform your body in favor of technical terms like PDCAAS and NEAT. However, it relies on value prop cliches such as Masters of Flavor and Unmatched taste which are common hyperbole in the functional food space. The template language is standard Shopify boilerplate for the footer and Quick links, but the core content blocks are highly customized and difficult to copy-paste onto a competitor.

IDENTITY & AUTHORITY

Expert verifiability & Schema depth.

11

73% Reputation

DIAGNOSIS: AUTHORITY GAPS

Authority gaps exist because the site references scientific foundations and nutritional research without identifying specific human authorities, such as a Chief Science Officer or lead formulator. Schema JSON-LD is well-implemented for Product and OnlineStore but lacks Person schema or sameAs links to external professional profiles or research publications. Named experts are absent from the Education Corner, leaving the authority as a faceless corporate entity.

EVIDENCE: PERFORMANCE VS. CLAIMS

The site makes bold performance claims, such as the whey + casein blend being more effective than 100% whey, without providing a direct link to the peer-reviewed studies referenced in parentheses. While the technical explanations are plausible, the absence of a 'Proof Path' to the external research creates a credibility gap between the marketing assertion and the scientific proof. Bold claims like Unparalleled quality and trust function as fluff until linked to external audits.

[See how to improve >](#)

INDUSTRY MATCH & SCORE SUMMARY

Fitness, Gyms & Sports Clubs Reputation: PEScience (pescience.com)

Reputation: 71 / 100

INDUSTRY CLASSIFICATION

The site content suggests a classification mismatch; while identified as Fitness, Gyms and Sports Clubs, the brand is a pure-play nutritional supplement manufacturer. The text focuses on product formulation and biochemistry rather than facility management or personal training services.

"The score of 71 indicates a Low BS environment. The score was primarily generated by Trust and Proof (12/20) due to unverified high-volume review counts and Identity/Authority (4/15) due to the absence of named experts in the structured data. The site scored very well in Information Density and Semantic Coherence, showing a strong alignment between marketing promises and technical data."

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://pescience.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

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