

AI Reputation Analysis and Signal Evaluation - Savages (Blewbury) Ltd

BRAND AI REPUTATION

Food, Restaurants & Delivery Reputation:
Savages (Blewbury) Ltd
(www.savagesblewbury.co.uk)

<http://www.savagesblewbury.co.uk>

Industry: Food, Restaurants & Delivery



REPUTATION LEVEL

FOOD, RESTAURANTS & DELIVERY

57.6 Avg Reputation

Based on 2707 businesses audited.

HIGHER REPUTATION THAN AVERAGE

Savages (Blewbury) Ltd has 20.4 points more reputation than the average for Food, Restaurants & Delivery.

EXPERT VERDICT

Savages (Blewbury) Ltd is a substance-heavy business operating behind a slightly dated digital storefront. It avoids the 'farm-to-table' jargon trap by naming the actual farms and providing real prices, resulting in a remarkably low BS score for the category.

[See how to improve >](#)

INFO DENSITY

Power-words vs. Substance ratio.

24

80% Reputation

The site maintains a high substance-to-fluff ratio, particularly on the product pages. While it uses some power words like [H1] 'Feast your eyes!' and generic descriptors like 'excellent customer service,' these are balanced by high-density data such as exact pricing (e.g., 'Fruit & Veg Box from £10.00') and a detailed list of 13 named local suppliers on the Local Produce page. Unlike typical marketing fluff, the body text provides specific delivery windows (Monday to Friday, 8am to 5pm) and historical anchors (started in the late 1950s).

SEMANTIC COHERENCE

Homepage promise vs. Sub-page reality.

19

95% Reputation

There is virtually no semantic drift between the homepage signal and sub-page substance. The homepage H1/hero promises a family farm shop, florist, and garden centre, and the sub-pages deliver granular details for each, such as the specific types of animal feed and garden sundries available in 'the-farm-shop.htm'. The only minor drift is the Wholesale page, which uses a placeholder [H1] 'For your business...' but remains consistent with the primary business model.

TRUST & PROOF

Verifiable evidence vs. Trust Theatre.

13

65% Reputation

DIAGNOSIS: TRUST THEATRE

The site contains a significant discrepancy between schema data and on-page proof; JSON-LD indicates an aggregateRating of 4.6 based on 478 reviews, but only 7 reviews are visible on the Florist page with no direct link to the external source (e.g., Google or Trustpilot). Additionally, the claim of 'award winning compost' lacks a link or mention of the awarding body. However, the presence of 13 named local business partners acts as a strong, non-theatrical proof path.

EVIDENCE: PROOF DENSITY

Proof density is high regarding sourcing and logistics but low regarding external validation. The Local Produce page is a masterclass in transparency, naming multiple specific partners (LoveBeer Brewery, Nettlebed Creamery, etc.), which provides a 1:1 ratio of claim to evidence. The missing link is the Food Hygiene Rating, which is a required proof expectation for this industry.

COMMODITY FINGERPRINT

Detection of industry cliches/templates.

11

73% Reputation

The site avoids most industry cliches by grounding claims in local geography. While phrases like 'quality products' and 'fresh fruit and vegetables' are generic, they are immediately supported by specific supplier names like 'Lacey's Family Farm' and 'Wessex Mill.' The value proposition is tied to a specific location and family history, making it difficult to copy-paste onto a competitor without losing its core identity.

IDENTITY & AUTHORITY

Expert verifiability & Schema depth.

11

73% Reputation

DIAGNOSIS: AUTHORITY GAPS

Authority is established through lineage (Tony and Pam Savage), but there is a technical gap in the structured data. While LocalBusiness and Florist schema are present, there is no Person schema or sameAs links for the founders or current family members to verify their digital footprint. The 'award winning' claim also represents an authority gap as it is unsubstantiated by a specific credential or date.

EVIDENCE: PERFORMANCE VS. CLAIMS

The site makes few bold performance claims, opting instead for functional descriptions. The claim of being 'established for over 50 years' is supported by the 1950s start date, and delivery promises are accompanied by specific cutoff times (1pm for next day). The marketing tone is traditional and humble, which aligns well with the 'old fashioned' greengrocer persona described in the text.

[See how to improve >](#)

INDUSTRY MATCH & SCORE SUMMARY

Food, Restaurants & Delivery Reputation: Savages (Blewbury) Ltd
(www.savagesblewbury.co.uk)

Reputation: 78 / 100

INDUSTRY CLASSIFICATION

The site is a perfect match for the Food, Restaurants & Delivery category, specifically operating as a hybrid farm shop, florist, and garden centre. The content consistently focuses on produce sourcing, delivery logistics, and retail inventory relevant to this sector.

"The score of 78 is driven primarily by the high specificity of supplier data and pricing, which offsets the minor technical issues like repetitive headings and lack of external review links. The Trust and Proof pillar (7/20) represents the largest portion of the score due to the unverified award claim and the mismatch between schema review counts and on-page visibility."

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 <http://www.savagesblewbury.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 22, 2026

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