

# AI Reputation Analysis and Signal Evaluation - Durham County Council

## BRAND AI REPUTATION

### Government, Municipal & Public Sector Reputation: Durham County Council (durham.gov.uk)

<https://durham.gov.uk>

Industry: Government, Municipal & Public Sector



REPUTATION LEVEL

## GOVERNMENT, MUNICIPAL & PUBLIC SECTOR

### 68.9 Avg Reputation

Based on 303 businesses audited.

#### HIGHER REPUTATION THAN AVERAGE

Durham County Council has 17.1 points more reputation than the average for Government, Municipal & Public Sector.

## EXPERT VERDICT

A rare example of a near-zero-BS website that prioritizes citizen utility over institutional ego. The content is forensic, utilitarian, and entirely devoid of the 'digital transformation' jargon that usually plagues municipal service sites. It functions as a tool, not a brochure.

[See how to improve >](#)

## INFO DENSITY

Power-words vs. Substance ratio.

27

90% Reputation

Information density is exceptionally high with a nearly 0% heading fluff saturation. Headings like [H3] Bulky waste and [H3] Street lighting are purely functional, containing specific nouns rather than power words. The body substance ratio is dense, listing specific protocols and actions such as 'Waste permit to visit a HWRC with a van' rather than generic marketing claims.

## SEMANTIC COHERENCE

Homepage promise vs. Sub-page reality.

19

95% Reputation

Semantic drift is non-existent as the homepage promises 'council services' and the sub-pages deliver a comprehensive, granular index of those exact services. The [H1] Apply, report and pay online page mirrors the [H2] Services structure of the homepage perfectly. There is no disconnect between the 'Signal' of being a local authority and the 'Substance' of the service directory provided.

## TRUST & PROOF

Verifiable evidence vs. Trust Theatre.

15

75% Reputation

### DIAGNOSIS: TRUST THEATRE

The site avoids trust theatre by prioritizing utility over persuasion. While review\_count is 3 on one page, the site doesn't rely on 'awards' or 'testimonials' to justify its existence, which is typical for a statutory local authority. The presence of a proof\_links\_count of 1 across pages indicates functional internal linking to service portals rather than external social proof validation.

### EVIDENCE: PROOF DENSITY

Proof density is high regarding 'existence of service'?the site lists over 100 specific service pathways on the 'Do it online' page. Every assertion of service (e.g., 'Request the collection of white goods') is backed by a direct functional path. The ratio of vague assertions to specific service actions is approximately 1:20.

## COMMODITY FINGERPRINT

Detection of industry cliches/templates.

11

73% Reputation

The site follows the commodity fingerprint of UK local government (GOV.UK design patterns), matching template\_fingerprints like 'Our Services' and 'Report a Problem'. However, the value proposition is naturally unique to the geography of Durham. Cliché matches are minimal, avoiding the 'Innovation in public service' jargon in favor of direct instructions like 'Pay your Council Tax'.

## IDENTITY & AUTHORITY

Expert verifiability & Schema depth.

14

93% Reputation

### DIAGNOSIS: AUTHORITY GAPS

Authority is established through technical implementation and domain structure rather than expert branding. The schema\_json accurately reflects a WebPage and the metadata titles are descriptive and functional. There are no claims of 'world-class expertise' that would require a named expert footprint or sameAs schema links.

### EVIDENCE: PERFORMANCE VS. CLAIMS

The site makes almost no marketing performance claims; it focuses on service availability. The only dated claim ('garden waste collections for 2026') is current relative to the temporal anchor, demonstrating operational relevance. There is no disconnect because there are no bold 'ROI' or 'Efficiency' claims to prove?only service links.

[See how to improve >](#)

## INDUSTRY MATCH & SCORE SUMMARY

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**Government, Municipal & Public Sector Reputation: Durham County Council  
(durham.gov.uk)**

**Reputation: 86 / 100**

### INDUSTRY CLASSIFICATION

The site perfectly aligns with the Government, Municipal & Public Sector category. The content is strictly limited to public service delivery, legislative compliance (Council Tax, Licensing), and community maintenance (Potholes, Bin collections).

*"The low score of 86 is driven by the extreme utilitarian nature of the content. The only points lost were in Trust and Proof and Commodity Fingerprint due to the absence of external performance audits in the crawled text and the use of standard government web templates. The site is a benchmark for low-BS service delivery."*

### 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://durham.gov.uk> to view the most current version of its content and see directly what this company is about and what it offers.

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Verified Analysis Date: June 20, 2026

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