

AI Reputation Analysis and Signal Evaluation - Royal Borough of Kingston upon Thames

BRAND AI REPUTATION

Government, Municipal & Public Sector
Reputation: Royal Borough of Kingston upon Thames (www.kingston.gov.uk)

<http://www.kingston.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

Royal Borough of Kingston upon Thames has 17.1 points more reputation than the average for Government, Municipal & Public Sector.

EXPERT VERDICT

This is a remarkably low-bullshit site that functions as a genuine utility for citizens. It avoids the 'digital transformation' jargon trap by actually delivering digital services. The score reflects a site that prioritizes the delivery of public value over the performance of municipal excellence.

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INFO DENSITY

Power-words vs. Substance ratio.

28

93% Reputation

Information density is exceptionally high with a focus on functional verbs such as Pay, Book, Report, and Search. Headings like Council Tax and Bins and recycling are purely descriptive and devoid of power-word saturation. The body text provides specific instructions and links to utility-based actions rather than generic filler. Substance is prioritized over marketing fluff, as seen in the news section which cites specific dates like 20 May 2026 and locations like Daisy Court.

SEMANTIC COHERENCE

Homepage promise vs. Sub-page reality.

20

100% Reputation

There is virtually zero semantic drift across the analyzed pages. The homepage H1 Homepage and service panel correctly set expectations for the deep-link pages like Council Tax and Bins and recycling. Sub-pages deliver exactly the information promised in the primary navigation, maintaining a consistent focus on municipal administration and public service. The narrative does not shift from service-oriented to self-promotional in any of the sub-pages.

TRUST & PROOF

Verifiable evidence vs. Trust Theatre.

20

100% Reputation

DIAGNOSIS: TRUST THEATRE

Trust theatre is non-existent. The site avoids generic testimonials and award badges, opting instead for citations of third-party validation such as Kingston's Children's Services rated Outstanding by Ofsted. While review counts in the metadata are minimal, the site does not use them as a primary persuasion tool. External proof paths are functional, linking to partner organizations like TRAIID and Sue Ryder for actual service delivery.

EVIDENCE: PROOF DENSITY

Proof density is high, particularly in the news and events sections. For example, the Toaster Teardown event includes a specific date (23 May 2026), time (3.00pm), and funding source (Kingston Council). The ratio of verifiable municipal data to vague assertions is significantly in favor of data, with specific contact numbers and physical addresses provided for key departments like the Waste team.

COMMODITY FINGERPRINT

Detection of industry clichés/templates.

10

67% Reputation

The site uses standard municipal templates, which is expected for this sector but results in a mid-range commodity score. Clichés like building a fairer, safer and more inclusive Kingston appear in the newsroom, matching the inclusive governance jargon. The value proposition is a standard local government offering that could apply to any UK borough, although the specific local news and event dates (May-June 2026) provide a necessary local anchor.

IDENTITY & AUTHORITY

Expert verifiability & Schema depth.

9

60% Reputation

DIAGNOSIS: AUTHORITY GAPS

Authority gaps are driven by technical omissions rather than unsubstantiated claims. The absence of structured JSON-LD schema across all analyzed pages is a missed opportunity for a government entity to establish machine-readable authority. While local figures like Julian McCarthy are mentioned, they lack connected digital footprints or Person schema within the site's own metadata. Technical implementation is clean but lacks the advanced identity markers of a truly digital-first authority.

EVIDENCE: PERFORMANCE VS. CLAIMS

Performance claims are minimal and generally grounded in news-style reporting rather than hyperbolic marketing. Claims of being an ambitious housing regeneration programme are supported by specific project names like the Cambridge Road Estate. There is no disconnect between the 'Outstanding' service claims and the evidence provided, as they are explicitly linked to external regulators like Ofsted.

[See how to improve >](#)

INDUSTRY MATCH & SCORE SUMMARY

Government, Municipal & Public Sector Reputation: Royal Borough of Kingston upon Thames (www.kingston.gov.uk)

Reputation: 86 / 100

INDUSTRY CLASSIFICATION

The website perfectly aligns with the Government and Municipal sector, focusing entirely on service delivery, statutory obligations, and citizen engagement. There is no evidence of the site attempting to pivot into unrelated commercial or consulting territories.

"The low BS score is primarily driven by high Information Density and zero Semantic Drift. Most of the points accrued (11/14) come from the Commodity Fingerprint and Identity and Authority pillars, reflecting the use of standard government templates and the technical absence of structured schema data rather than any presence of deceptive content."

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.kingston.gov.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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