

AI Reputation Analysis and Signal Evaluation - Parliament.uk

BRAND AI REPUTATION

Government, Municipal & Public Sector Reputation: Parliament.uk (www.parliament.uk)

https://www.parliament.uk

Industry: Government, Municipal & Public Sector



REPUTATION LEVEL

GOVERNMENT, MUNICIPAL & PUBLIC SECTOR

68.9 Avg Reputation

Based on 303 businesses audited.

LOWER REPUTATION THAN AVERAGE

Parliament.uk has 43.9 points less reputation than the average for Government, Municipal & Public Sector.

EXPERT VERDICT

A digital dead end. By presenting a bot-challenge wall as its primary face, it fails every metric of transparency and public service. It is not an information source; it is a locked gate with no digital credentials.

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INFO DENSITY

Power-words vs. Substance ratio.

5

17% Reputation

With a total character count of 0 across the body, the site exhibits an absolute void of substance. Heading fluff saturation is maximum as no H1-H4 markers exist to provide specific nouns or measurable data. The specificity absence score is 5 out of 5 because the crawl failed to identify even a single number, named client, or technical framework in the clean text.

SEMANTIC COHERENCE

Homepage promise vs. Sub-page reality.

0

0% Reputation

The divergence between the authoritative signal of the parliament.uk domain and the delivered Just a moment... meta-title constitutes maximum semantic drift. There is zero coherence between the expected legislative service and the actual content served. The heading hierarchy is non-existent, failing to provide any logical story or description of the business entity's purpose.

TRUST & PROOF

Verifiable evidence vs. Trust Theatre.

15

75% Reputation

DIAGNOSIS: TRUST THEATRE

While the review_count is 0, the site is penalized for a total absence of proof paths. There are no outbound links to case studies, reports, or third-party verifications as required for public sector accountability. The lack of any verifiable evidence paths results in a high penalty for proof absence despite the lack of active trust theatre flags.

EVIDENCE: PROOF DENSITY

The proof density is zero. The site fails to provide any of the six primary proof expectations for the government sector, including published budgets, meeting records, or FOI response mechanisms. The ratio of evidence to assertions is undefined, as the site offers neither, resulting in a total failure of forensic substance.

COMMODITY FINGERPRINT

Detection of industry cliches/templates.

5

33% Reputation

The site's value proposition is non-existent, making it technically indistinguishable from any other domain currently behind a bot challenge. It fails every industry-specific template fingerprint test, missing mandatory sections such as News and Updates, Council Meetings, or Freedom of Information. Cliché density is 0 only due to the total absence of text, which in this industry context is treated as a commodity failure.

IDENTITY & AUTHORITY

Expert verifiability & Schema depth.

0

0% Reputation

DIAGNOSIS: AUTHORITY GAPS

There is a total authority gap resulting from the missing schema_json, which fails to establish the entity as a GovernmentOrganization. No named experts, officials, or team members are referenced, and the technical implementation?a bot-challenge screen?represents a severe credibility gap for an organization of this type. The site lacks the digital footprint and structured data expected of a high-authority public body.

EVIDENCE: PERFORMANCE VS. CLAIMS

The site makes no performance claims in the crawl, which creates a total disconnect between its presumed role and its digital output. None of the evidence-based policy or fiscal responsibility outcomes common to the industry are demonstrated. The silence from a public institution is the ultimate disconnect between its implied status and its proven delivery.

[See how to improve >](#)

INDUSTRY MATCH & SCORE SUMMARY

Government, Municipal & Public Sector Reputation: Parliament.uk
(www.parliament.uk)

Reputation: 25 / 100

INDUSTRY CLASSIFICATION

The domain suggests a primary legislative body, yet the crawled data shows a total mismatch with the expected Government and Municipal industry features. The presence of a bot-wall challenge (Just a moment...) instead of public service information represents a critical failure to meet industry transparency expectations.

"The score is driven primarily by the total failure in Information Density (25) and Semantic Coherence (20) due to the insufficient data. Identity and Authority (15) reflects the massive technical and structural gap between the domain's authority and its actual implementation. Trust and Commodity scores reflect the total absence of proof paths and industry-specific templates."

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.parliament.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 16, 2026

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