

AI Reputation Analysis and Signal Evaluation - West Lothian Council

BRAND AI REPUTATION

Government, Municipal & Public Sector
Reputation: West Lothian Council
(www.westlothian.gov.uk)

<http://www.westlothian.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

West Lothian Council has 19.1 points more reputation than the average for Government, Municipal & Public Sector.

EXPERT VERDICT

A rare benchmark for municipal transparency and utility. The site serves as a functional portal for citizens with zero detectable marketing bullshit, prioritizing service accessibility over self-congratulation.

[See how to improve >](#)

INFO DENSITY

Power-words vs. Substance ratio.

25

83% Reputation

The site exhibits extremely low heading fluff; H2-H4 tags are utilitarian, such as 'Council Tax and Benefits' and 'Roads, Streets and Parking.' The body substance ratio is high, citing specific phone numbers (01506 280000), specific schools (Balbardie Primary, Parkhead Primary), and distinct dates (May 20, 2026). There is no detectable concept repetition, as each page segment addresses a unique council service.

SEMANTIC COHERENCE

Homepage promise vs. Sub-page reality.

20

100% Reputation

Zero drift detected. The homepage H1 'West Lothian Council' and its hero actions ('Pay for it', 'Apply for it') are supported by the 'All Services' sub-page which lists granular, functional links. The messaging is consistent throughout, focusing on service delivery for residents rather than shifting between target audiences or conflicting value propositions.

TRUST & PROOF

Verifiable evidence vs. Trust Theatre.

19

95% Reputation

DIAGNOSIS: TRUST THEATRE

The site avoids trust theatre entirely; review_count is zero across primary service pages. Instead of unverifiable testimonials, the News page provides third-party verification through 'Education Inspectors' reports. The proof_links_count on the News page is 5, providing external validation for current events and awards.

EVIDENCE: PROOF DENSITY

Proof density is high, with news articles dated within 72 hours of the Analysis Date (May 22, 2026). The site includes specific technical details about cookies (HotJar, Google Analytics, Recite Me) and explicit instructions for WhatsApp channel notifications. Verifiable evidence (dates, school names, specific permit types) far outweighs vague assertions.

COMMODITY FINGERPRINT

Detection of industry cliches/templates.

10

67% Reputation

The site follows a standard UK municipal digital template ('Pay for it', 'Report it', 'Request it'), which is a commodity fingerprint but serves functional clarity. Cliché density is minimal, though it uses generic phrases like 'committed to providing high-quality customer services' on the complaints page. The value proposition is geographically anchored to West Lothian, preventing it from being copy-pasted by generic competitors.

IDENTITY & AUTHORITY

Expert verifiability & Schema depth.

14

93% Reputation

DIAGNOSIS: AUTHORITY GAPS

Authority is established through named roles like 'Head of Corporate Services' and 'Information Liaison Officer.' A minor gap exists as these individuals lack direct sameAs links or Person schema to verify their professional footprints. Technical implementation is robust, with a clear and logical heading hierarchy across all six analyzed pages.

EVIDENCE: PERFORMANCE VS. CLAIMS

The site makes few bold marketing claims, focusing instead on descriptive service information. The claim of being 'committed to high-quality customer services' is balanced by a specific, multi-channel contact page including BSL and text relay services. News posts provide concrete evidence of school inspection results rather than vague assertions of educational excellence.

[See how to improve >](#)

INDUSTRY MATCH & SCORE SUMMARY

Government, Municipal & Public Sector Reputation: West Lothian Council
(www.westlothian.gov.uk)

Reputation: 88 / 100

INDUSTRY CLASSIFICATION

Perfect alignment. The site content strictly adheres to the functions of a municipal authority, providing direct access to public services without administrative fluff or mismatched industry jargon.

"The score is exceptionally low because the site functions as a utility, not a sales pitch. Pillar scores for Information Density and Semantic Coherence were minimal due to the high noun-to-adjective ratio and perfect cross-page alignment. Commodity Fingerprint (5) was the primary driver of the score due to the standardized municipal template used across UK councils."

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.westlothian.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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