

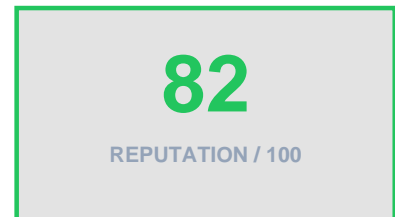
AI Reputation Analysis and Signal Evaluation - Wrexham County Borough Council

BRAND AI REPUTATION

Government, Municipal & Public Sector Reputation: Wrexham County Borough Council (www.wrexham.gov.uk)

<http://www.wrexham.gov.uk>

Industry: Government, Municipal & Public Sector



GOVERNMENT, MUNICIPAL & PUBLIC SECTOR

68.9 Avg Reputation

Based on 303 businesses audited.

REPUTATION LEVEL

HIGHER REPUTATION THAN AVERAGE

Wrexham County Borough Council has 13.1 points more reputation than the average for Government, Municipal & Public Sector.

EXPERT VERDICT

This is a remarkably low-bullshit site that prioritizes municipal utility over institutional vanity. It functions as a directory of services rather than a marketing brochure, avoiding nearly all common industry clichés. The only significant failures are technical, specifically the lack of structured data and a sparse homepage.

[See how to improve >](#)

INFO DENSITY

Power-words vs. Substance ratio.

28

93% Reputation

The information density is exceptionally high due to the total absence of power words and marketing fluff. Headings like Bins and recycling, Council Tax, and Planning and building control are 100 percent functional. The body text is composed almost entirely of specific nouns and service-oriented links such as Blue Badge scheme, The Renting Homes Act Wales, and Stop Loan Sharks Wales. There are no instances of generic 'world-class' or 'synergy' language identified in the crawl.

SEMANTIC COHERENCE

Homepage promise vs. Sub-page reality.

19

95% Reputation

There is virtually zero semantic drift between the homepage and the sub-pages. The homepage H1 establishes the entity as the Wrexham County Borough Council, and the Residents sub-page immediately delivers the expected municipal services. The messaging is consistent, moving from a bilingual portal to a categorized directory of public services without any identity shifts or conflicting service descriptions.

TRUST & PROOF

Verifiable evidence vs. Trust Theatre.

17

85% Reputation

DIAGNOSIS: TRUST THEATRE

The site does not engage in trust theatre; there are zero review_count entries and no trust_theatre_flag triggers. It avoids the common government BS of claiming to be an 'award-winning council' without proof. While the proof_links_count is low at 1, the nature of the links?pointing to actual service portals like 'Search planning applications' and 'Wellbeing Portal'?acts as functional proof of the council's operations.

EVIDENCE: PROOF DENSITY

Proof density is high based on the presence of technical protocols and specific programs. The inclusion of legislative references like 'The Renting Homes Act Wales' and specific health infrastructure like 'Local defibrillators' provides verifiable substance. The ratio of vague assertions to specific service delivery paths is heavily skewed toward the latter.

COMMODITY FINGERPRINT

Detection of industry cliches/templates.

11

73% Reputation

The site uses a standard municipal template, which earns a minor penalty for generic positioning in the Commodity Fingerprint pillar. Features like 'Pay Online' and 'Report a Problem' are standard template fingerprints for UK local authorities. However, the value proposition is inherently unique to the geography (Wrexham), and the presence of localized resources like 'Stop Loan Sharks Wales' prevents it from being a pure copy-paste site.

IDENTITY & AUTHORITY

Expert verifiability & Schema depth.

7

47% Reputation

DIAGNOSIS: AUTHORITY GAPS

The largest contributor to the BS score is the technical authority gap. Both pages returned a null value for schema_json, indicating a lack of structured data to support the council's official status. Furthermore, the homepage was flagged as insufficient due to low character count (106), showing a reliance on user navigation rather than establishing a robust digital authority footprint through technical SEO or rich snippets.

EVIDENCE: PERFORMANCE VS. CLAIMS

There are no marketing-heavy performance claims to disconnect. The site does not promise to 'revolutionize' government; it simply lists services. The only 'hook' is 'Ready to try something new?' in a news H3, which is directly tied to a substance-based link for job vacancies. The site demonstrates what it claims by providing direct access to the referenced services.

[See how to improve >](#)

INDUSTRY MATCH & SCORE SUMMARY

**Government, Municipal & Public Sector Reputation: Wrexham County
Borough Council (www.wrexham.gov.uk)**

Reputation: 82 / 100

INDUSTRY CLASSIFICATION

The site perfectly aligns with the Government and Municipal sector. The content is strictly utilitarian, focusing on citizen services like bin collections, council tax, and social care rather than commercial persuasion.

"The score of 82 is driven almost entirely by the Identity and Authority pillar due to missing schema and technical 'insufficient' flags. The Information Density and Semantic Coherence pillars scored near zero because the site is devoid of fluff and remains perfectly aligned with its purpose. This is a top-tier example of substance over signal in a public sector context."

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.wrexham.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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