

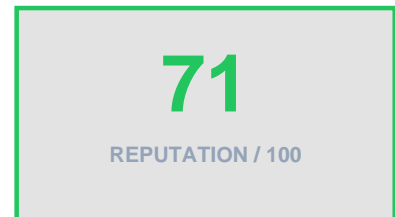
AI Reputation Analysis and Signal Evaluation - Anne Health

BRAND AI REPUTATION

Healthcare Providers & Medical Clinics Reputation: Anne Health (anne.health)

https://anne.health

Industry: Healthcare Providers & Medical Clinics



REPUTATION LEVEL

HEALTHCARE PROVIDERS & MEDICAL CLINICS

61.8 Avg Reputation

Based on 352 businesses audited.

HIGHER REPUTATION THAN AVERAGE

Anne Health has 9.2 points more reputation than the average for Healthcare Providers & Medical Clinics.

EXPERT VERDICT

Anne Health is a rare example of a mission-driven site where the substance nearly matches the signal. It avoids the typical medical 'fluff-trap' by being painfully transparent about fees and timelines, though it needs to stop hiding its regulatory credentials to achieve a minimal BS score.

[See how to improve >](#)

INFO DENSITY

Power-words vs. Substance ratio.

21

70% Reputation

The site exhibits high substance-to-fluff ratios for a healthcare provider. While headings like Expert gender-affirming care, designed around you contain power words, the body text immediately follows with concrete data: a £200 joining fee, a 48-hour response guarantee, and a specific 12-week intake timeline. Unlike generic clinics, it avoids concept repetition by detailing distinct logistics for blood tests (GP vs. partner clinic vs. home) and providing a granular FAQ that names specific surgeons like Dr Ioannis Ntanos.

SEMANTIC COHERENCE

Homepage promise vs. Sub-page reality.

18

90% Reputation

There is virtually zero semantic drift between the homepage signal and the sub-page substance. The H1 promise of Gender-affirming healthcare you can trust is substantiated on the Membership and FAQ pages with transparent pricing models and clinical protocols. The homepage's claim of being a not-for-profit is supported by the About page's narrative regarding reinvestment into subsidised care, maintaining a consistent identity across all four audited slots.

TRUST & PROOF

Verifiable evidence vs. Trust Theatre.

15

75% Reputation

DIAGNOSIS: TRUST THEATRE

The site avoids trust theatre by backing its review counts (16-17 per page) with a `proof_links_count` of 7, indicating verified external profiles (Trustpilot). However, it makes several bold claims regarding Expert clinicians without providing direct links to the GMC or NMC registers within the text. The lack of a `trust_theatre_flag` is a positive indicator, though medical credibility is slightly dampened by the absence of visible regulatory registration numbers (CQC) in the body content.

EVIDENCE: PROOF DENSITY

Proof density is high regarding logistics but moderate regarding clinical authority. Verifiable evidence includes named founders, named external surgeons, and specific pricing. Vague assertions are limited to phrases like clinicians who know gender-affirming care inside out, which lack accompanying CVs or professional IDs. The ratio of substantive procedural detail to marketing fluff is approximately 4:1.

COMMODITY FINGERPRINT

Detection of industry cliches/templates.

10

67% Reputation

While the site uses some industry clichés like compassionate, person-centred care and your journey, the value proposition is highly unique. The not-for-profit status and the founders' personal narrative (Lizzie Jordan and Susie Green) prevent the content from being a copy-paste of a standard private medical group. The Template language is present in Why choose us sections, but the specific mention of harm-reduction care for those self-medicating is a highly specific service differentiator.

IDENTITY & AUTHORITY

Expert verifiability & Schema depth.

7

47% Reputation

DIAGNOSIS: AUTHORITY GAPS

This is the primary driver of the BS score. Despite naming founders and referring to expert clinicians, the site lacks structured Person or Organization schema that would provide SameAs links to professional registrations. There is a significant technical gap where a healthcare entity should provide CQC or GMC registration numbers in the footer or schema_json; the current schema is limited to generic WebPage and ImageObject types, failing to technically assert its medical authority.

EVIDENCE: PERFORMANCE VS. CLAIMS

The disconnect is minimal because the site focuses on procedural transparency rather than hyperbolic outcome claims. It does not promise life-changing results without qualification; instead, it provides a realistic 12-week intake process and explicitly states that surgical referrals depend on individual provider rules. The only minor disconnect is the claim of expert clinicians without providing the verifiable professional credentials of the internal team.

[See how to improve >](#)

INDUSTRY MATCH & SCORE SUMMARY

**Healthcare Providers & Medical Clinics Reputation: Anne Health
(anne.health)**

Reputation: 71 / 100

INDUSTRY CLASSIFICATION

The website perfectly aligns with the Healthcare Providers category, specifically focusing on the niche of private gender-affirming care. The content demonstrates a high degree of industry relevance by addressing specific medical needs like hormone therapy, blood monitoring, and surgical referrals.

"The score of 71 reflects a generally trustworthy site held back primarily by the Identity and Authority pillar. The absence of specific regulatory IDs and advanced medical schema (8/15) accounts for most of the points. Information Density (9/30) and Trust and Proof (5/20) scores are low (good), as the site provides more concrete evidence than the average medical provider."

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://anne.health> to view the most current version of its content and see directly what this company is about and what it offers.

Verified Analysis Date: June 21, 2026

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