

AI Reputation Analysis and Signal Evaluation - Rhodes Health

BRAND AI REPUTATION

Healthcare Providers & Medical Clinics Reputation: Rhodes Health (rhodeshealth.com)

<https://rhodeshealth.com>

Industry: Healthcare Providers & Medical Clinics



REPUTATION LEVEL

HEALTHCARE PROVIDERS & MEDICAL CLINICS

61.8 Avg Reputation

Based on 352 businesses audited.

HIGHER REPUTATION THAN AVERAGE

Rhodes Health has 2.2 points more reputation than the average for Healthcare Providers & Medical Clinics.

EXPERT VERDICT

This is a low-BS site that prioritizes clinical substance and transparent pricing over marketing theatre. It effectively anchors professional expertise in tangible meal plans and institutional affiliations, though it fails to technically verify these credentials through schema or outbound links. It is a rare example of a healthcare site that provides more technical substance than fluff.

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INFO DENSITY

Power-words vs. Substance ratio.

24

80% Reputation

Information density is exceptionally high for this industry. Instead of generic wellness fluff, the body text contains specific technical details like 15-25 years of experience with the NHS and Bupa. Substance is provided through extremely granular meal cost examples, such as a breakfast costing £0.20 per person and an athlete recovery boost at £3.60. The ratio of power words to specific nouns is low, as headings like FODMAP Specialist and Specialist Diet Expertise provide clear, noun-heavy descriptions of services.

SEMANTIC COHERENCE

Homepage promise vs. Sub-page reality.

16

80% Reputation

There is minimal semantic drift across the analyzed pages. The homepage H1 'Meet Orli Rhodes' sets a personal authority signal that is consistently supported by the detailed professional background on the About page. Sub-pages for online appointments accurately deliver the specific dietary health support promised in the hero section. There are no contradictions between the 'specialist' positioning on the homepage and the service descriptions, which remain focused on clinical dietetics rather than drifting into general lifestyle coaching.

TRUST & PROOF

Verifiable evidence vs. Trust Theatre.

8

40% Reputation

DIAGNOSIS: TRUST THEATRE

Trust theatre is the primary driver of the score, with a review_count of 31 across pages but a proof_links_count of 0. While the testimonials include detailed narratives and client names like Rachel, Brian, and Barbara, they are hosted as static text without links to third-party platforms. The trust_theatre_flag is true because the 'In The Media' section references the Mail on Sunday and Simply You Magazine without providing direct outbound links to the source articles.

EVIDENCE: PROOF DENSITY

Proof density is solid but lacks external validation. There are at least 8 instances of high-specificity proof points, including exact hospital names, years of experience, insurance partners (Bupa, Vitality), and meal-specific pricing. However, the absence of proof_links_count means the visitor must take these assertions at face value. The ratio of verifiable evidence to vague assertions favors substance, though the evidence is entirely self-contained.

COMMODITY FINGERPRINT

Detection of industry cliches/templates.

9

60% Reputation

The site avoids most commodity traps by integrating highly specific, non-template content. While it uses some industry jargon like 'personalised approach' and 'holistic understanding,' it anchors these in unique offerings like handcrafted meal creations with specific ingredient lists. The value proposition is differentiated by Orli's specific 20-year history at the London Clinic and King Edward VII Hospital, making it difficult to copy-paste this content onto a competitor's site. Boilerplate template sections like 'Why speak to Orli?' are filled with unique career milestones rather than generic claims.

IDENTITY & AUTHORITY

Expert verifiability & Schema depth.

7

47% Reputation

DIAGNOSIS: AUTHORITY GAPS

Authority gaps exist due to the lack of external verification links in the structured data and body text. Although Ori Rhodes is cited as an HCPC registered dietitian, the site does not display her registration number or provide sameAs links in the schema to professional registries. The schema_json is limited to a basic LocalBusiness type, missing the Person schema that would verify her status as an expert. This creates a technical credibility gap where high-level expert claims are not digitally tied to official credentials.

EVIDENCE: PERFORMANCE VS. CLAIMS

There is a very low disconnect between marketing claims and demonstrated performance. The site avoids the typical 'world-class' or 'revolutionary results' cliches common in the health industry. Instead, it provides three detailed case studies (Repaired bad advice, Improved liver problems, Taught a time-poor professional) that include specific client goals and direct quotes regarding 9kg weight loss and reduced bloating. These narratives provide evidence that closely matches the services offered.

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INDUSTRY MATCH & SCORE SUMMARY

**Healthcare Providers & Medical Clinics Reputation: Rhodes Health
(rhodeshealth.com)**

Reputation: 64 / 100

INDUSTRY CLASSIFICATION

The site strongly aligns with the Healthcare Providers & Medical Clinics category, specifically focusing on registered dietetics. The content is clinical and patient-oriented, referencing specific medical conditions like gastroenterology, malabsorption, and FODMAP protocols.

"The score of 64 reflects a site with high substance and low drift, but notable technical gaps in trust verification. The primary penalties were derived from Trust and Proof (12 points) due to the lack of external proof links and Identity & Authority (8 points) for missing sameAs schema connections. Information Density was the strongest pillar, earning only 6 points of BS due to high specific noun and data usage."

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://rhodeshealth.com> 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 19, 2026

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