

AI Reputation Analysis and Signal Evaluation - Abacus Glazing

BRAND AI REPUTATION

Home Services (Plumbing, Roofing, HVAC, Electrical) Reputation: Abacus Glazing (www.abacusglazing.co.uk)

<https://www.abacusglazing.co.uk>

Industry: Home Services (Plumbing, Roofing, HVAC, Electrical)



REPUTATION LEVEL

HOME SERVICES (PLUMBING, ROOFING, HVAC, ELECTRICAL)

47 Avg Reputation

Based on 290 businesses audited.

HIGHER REPUTATION THAN AVERAGE

Abacus Glazing has 10 points more reputation than the average for Home Services (Plumbing, Roofing, HVAC, Electrical).

EXPERT VERDICT

Abacus Glazing is a classic 'solopreneur' template site that leans heavily on the persona of a single tradesman to bypass its lack of formal corporate proof. It scores as Moderate BS because it provides a real human name and a granular list of services, but hides behind every available industry cliché and lacks external verification paths.

[See how to improve >](#)

INFO DENSITY

Power-words vs. Substance ratio.

19

63% Reputation

The heading fluff saturation is moderate, with power words like Bespoke and Superior Quality appearing in H1 and H2 tags without technical qualifiers. While the site provides a specific name, Phil Tetley, and a granular list of repair services (cat flaps, trickle vents), the body substance is often diluted by generic marketing filler like 'truly care about the quality' and 'nothing Phil can?t handle.' Concept repetition is high, with the '30 years of experience' claim appearing across multiple pages to anchor the value proposition.

SEMANTIC COHERENCE

Homepage promise vs. Sub-page reality.

16

80% Reputation

The homepage promises a 'one-stop glasswork solution' for both home and commercial projects, yet the sub-pages and gallery demonstrate a strictly residential focus. There is a notable disconnect in the service area expansion; the New Forest page is an empty placeholder stating 'Service area list coming soon!', which contradicts the 'Fast Response' signal on the homepage. However, the core repair offerings (misted units, locks) remain consistent across the navigation hierarchy.

TRUST & PROOF

Verifiable evidence vs. Trust Theatre.

12

60% Reputation

DIAGNOSIS: TRUST THEATRE

The site displays a review_count of 4 with a proof_links_count of 3 in the metadata, yet the testimonials in the clean_text are static entries that lack direct links to third-party verification platforms like Google Business or Checkatrade. These testimonials include specific dates (e.g., Jan 23rd) and names, which provides some credibility, but the lack of an external proof path for the 'five star service' claims triggers the trust theatre penalty. No industry-standard accreditation logos (FENSA, GGF) are present to back the 'fully qualified' assertions.

EVIDENCE: PROOF DENSITY

The ratio of specific evidence to vague assertions is low; the site successfully lists 23 specific Bournemouth neighborhoods and a detailed list of hardware types (trickle vents, gaskets), but fails to provide a single trade registration number or insurance policy detail. Testimonial evidence is aging (dated 2023 vs the 2026 system date), further reducing the weight of the proof. Verifiable evidence is limited to the local phone number and the specific mention of Phil Tetley.

COMMODITY FINGERPRINT

Detection of industry cliches/templates.

2

13% Reputation

The site is heavily saturated with industry cliches such as 'no job too small,' 'free no-obligation quotes,' and 'family-run business.' The template fingerprints are visible through standard blocks like 'Why Choose Abacus Glazing?' and 'What Do Our Customers Say?', which contain language that could be swapped with any competitor in the Bournemouth area without loss of meaning. The uniqueness is primarily tied to the personal branding of 'Phil,' rather than a proprietary service model or transparent pricing.

IDENTITY & AUTHORITY

Expert verifiability & Schema depth.

8

53% Reputation

DIAGNOSIS: AUTHORITY GAPS

While the business identifies Phil Tetley as the lead glazier, there is no Person schema or sameAs links to professional profiles to verify his 30-year industry standing. The Organization schema is present but basic, lacking deeper attributes like founder data or specific expertise properties. Furthermore, a technical credibility gap exists where a 404 error was detected on the email protection path, suggesting a lack of ongoing technical maintenance.

EVIDENCE: PERFORMANCE VS. CLAIMS

The site makes bold claims of 'unparalleled customer service' and 'best industry practices' but fails to demonstrate these through documented case studies or technical specifications. The 'All Work Guaranteed' claim is presented as a H3 slogan without a link to actual warranty terms or a description of what the guarantee covers. The gallery is a static list of images without project descriptions or client contexts, making the 'past projects' proof relatively thin.

[See how to improve >](#)

INDUSTRY MATCH & SCORE SUMMARY

**Home Services (Plumbing, Roofing, HVAC, Electrical) Reputation: Abacus
Glazing (www.abacusglazing.co.uk)**

Reputation: 57 / 100

INDUSTRY CLASSIFICATION

The site strongly aligns with the Home Services category, specifically targeting double glazing repairs and glass installation. The terminology used, such as misted units, uPVC repairs, and boarding services, confirms a high degree of industry relevance.

"The score of 57 is primarily driven by the Commodity Fingerprint (13/15) and Information Density (11/30).

The site's reliance on 'family-run' and 'no job too small' boilerplate language creates a high distance between marketing signal and forensic substance, though the naming of a specific individual (Phil Tetley) prevents the score from reaching High BS territory."

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.abacusglazing.co.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 21, 2026

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