

AI Reputation Analysis and Signal Evaluation - Advanced Appliance Care

BRAND AI REPUTATION

Home Services (Plumbing, Roofing, HVAC, Electrical) Reputation: Advanced Appliance Care (advancedappliancecare.co.uk)

<https://advancedappliancecare.co.uk>

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



HOME SERVICES (PLUMBING, ROOFING, HVAC, ELECTRICAL)

47 Avg Reputation

Based on 290 businesses audited.

REPUTATION LEVEL

HIGHER REPUTATION THAN AVERAGE

Advanced Appliance Care has 11 points more reputation than the average for Home Services (Plumbing, Roofing, HVAC, Electrical).

EXPERT VERDICT

A standard, moderately trustworthy local trade site that provides necessary functional information but fails to back its prestige claims with digital evidence. It succeeds on service clarity but relies heavily on 'trust theatre' regarding its customer reviews.

[See how to improve >](#)

INFO DENSITY

Power-words vs. Substance ratio.

18

60% Reputation

The site contains several specific substance markers including '25 years experience', a '12 months guarantee', and 'access to over 10 million spare parts'. However, these are offset by high heading fluff saturation in H3 tags such as 'With a first class service and no hidden costs... why go anywhere else?' and excessive repetition of location lists and phone numbers. The ratio of marketing fluff to specific nouns is moderate, saved by technical mentions of brands like Miele and Neff.

SEMANTIC COHERENCE

Homepage promise vs. Sub-page reality.

20

100% Reputation

There is no significant semantic drift between the homepage and sub-pages. The homepage H1 'Domestic Appliance Care' is supported by specific service pages like 'Condenser Dryer Repair' and the 'About Us' page. The messaging remains focused on local, non-subcontracted repairs throughout the user journey.

TRUST & PROOF

Verifiable evidence vs. Trust Theatre.

7

35% Reputation

DIAGNOSIS: TRUST THEATRE

The site exhibits significant trust theatre by displaying reviews from 'Checkatrade' without providing verifiable proof paths. While review_count is cited up to 35, the proof_links_count remains at 0 across all pages, meaning the testimonials are essentially unverified text blocks. The claim of being a 'leading' specialist is frequent but unsubstantiated by third-party awards or industry rankings.

EVIDENCE: PROOF DENSITY

The proof-to-assertion ratio is lopsided. For every specific piece of evidence (like the 12-month guarantee), there are multiple vague assertions of being 'expert', 'fast', and 'efficient'. The repair brand list (Bosch, Hotpoint, etc.) acts as a technical proof point, but the lack of external verification for 35 testimonials weakens overall density.

COMMODITY FINGERPRINT

Detection of industry cliches/templates.

6

40% Reputation

The content relies heavily on industry cliches including 'fast and reliable', 'no hidden costs', and 'quality workmanship guaranteed'. Boilerplate sections like 'Why Choose Us' and 'About Us' use generic tradesman language, though the specific claim of 'not relying on subcontracting' provides a rare point of differentiation from larger competitors.

IDENTITY & AUTHORITY

Expert verifiability & Schema depth.

7

47% Reputation

DIAGNOSIS: AUTHORITY GAPS

Authority is primarily anecdotal. While the site mentions a lead engineer named 'Matt' and 'over 25 years experience', there is no Person schema or sameAs links to verify these credentials or professional background. The LocalBusiness schema is basic and lacks granular detail about corporate registration or official certifications.

EVIDENCE: PERFORMANCE VS. CLAIMS

The marketing tone makes bold assertions about 'first class service' and a 'service record second to none' without providing case studies or a portfolio of specific completed works. The '12 months guarantee on parts and labour' is a strong performance claim, but it lacks a link to formal terms and conditions to prove its validity.

[See how to improve >](#)

INDUSTRY MATCH & SCORE SUMMARY

Home Services (Plumbing, Roofing, HVAC, Electrical) Reputation:
Advanced Appliance Care (advancedappliancecare.co.uk)

INDUSTRY CLASSIFICATION

The site perfectly matches the Home Services category, specifically targeting domestic appliance repair. All content across the four pages consistently addresses the maintenance and repair of household machinery like washing machines and ovens.

"The score of 58 reflects a 'Moderate BS' level. This was driven by the Trust and Proof pillar (13/20) due to unlinked reviews and the Information Density pillar (12/30) due to heavy repetition and generic headings. The score remains below 50 because the semantic coherence is perfect and the site provides several hard numbers regarding its experience and supply chain."

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://advancedappliancecare.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: June 21, 2026

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