

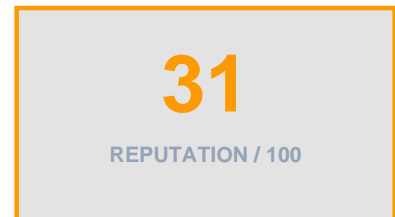
AI Reputation Analysis and Signal Evaluation - Air Conditioning by Adam

BRAND AI REPUTATION

Home Services (Plumbing, Roofing, HVAC, Electrical) Reputation: Air Conditioning by Adam (airconditioningbyadam.com)

<https://airconditioningbyadam.com>

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



REPUTATION LEVEL

HOME SERVICES (PLUMBING, ROOFING, HVAC, ELECTRICAL)

47 Avg Reputation

Based on 290 businesses audited.

LOWER REPUTATION THAN AVERAGE

Air Conditioning by Adam has 16 points less reputation than the average for Home Services (Plumbing, Roofing, HVAC, Electrical).

EXPERT VERDICT

Air Conditioning by Adam is a 'Trust Theatre' site that relies on the persona of a local tradesman to mask a near-total lack of verifiable technical evidence or case studies. While the F-Gas claim provides a thin layer of credibility, the absence of registration numbers, real project photos, or linked reviews makes this site indistinguishable from a generic lead-generation template. The brand is essentially a ghost in terms of digital authority, offering services without proving a single successful outcome.

[See how to improve >](#)

INFO DENSITY

Power-words vs. Substance ratio.

13

43% Reputation

The site suffers from high fluff saturation, particularly in the Our Vision page where phrases like 'passionate about keeping you cool' and 'environment remains pleasant and inviting' take up the majority of the word count. Specificity is nearly non-existent; while it mentions F-GAS CAT 1 APPROVED, it fails to provide a registration number or specific technical protocols for any of its six listed services. The body substance ratio is low, with the Services page using generic filler text such as 'ensures a seamless and efficient installation process' without defining what that process entails.

SEMANTIC COHERENCE

Homepage promise vs. Sub-page reality.

12

60% Reputation

The homepage meta data promises coverage across Sussex, Surrey, and London, but the content focus on the Our Vision page remains hyper-local and vague. There is a structural disconnect where the Homepage lacks an H1 tag entirely, failing to establish a primary signal for the brand's core value proposition. While the meta title claims 'Residential and Commercial' expertise, the service descriptions are oriented toward residential language, such as 'healthier environment for you and your family,' leaving the commercial claim as a drift without substance.

TRUST & PROOF

Verifiable evidence vs. Trust Theatre.

2

10% Reputation

DIAGNOSIS: TRUST THEATRE

This site is a textbook case of trust theatre; it displays a review_count of 14 across all pages, yet the proof_links_count is 0, meaning these reviews are unverifiable text strings rather than linked third-party proof. There are no outbound links to Checkatrade, TrustMark, or the F-Gas register to validate the 'CAT 1 Approved' claim. The reliance on a trust_theatre_flag without clickable evidence creates a high BS signal for the Trust and Proof pillar.

EVIDENCE: PROOF DENSITY

Proof density is extremely low, with a ratio of approximately 1 verifiable technical claim (F-Gas) to over 15 vague assertions regarding quality and reliability. There are no case studies, no gallery of completed works, and no named commercial clients to back the 'Residential and Commercial' meta claim. The '14 reviews' act as a placeholder for substance rather than actual evidence.

COMMODITY FINGERPRINT

Detection of industry cliches/templates.

2

13% Reputation

The content is heavily reliant on industry cliches found in the pattern dictionary, including 'free quote,' 'reliable solutions,' and 'customer satisfaction.' The Our Vision section is a generic template that could be applied to any HVAC business by simply swapping the brand name. The service blocks follow a standard 'Service Name + Generic Benefit' formula with no unique methodology or proprietary approach mentioned.

IDENTITY & AUTHORITY

Expert verifiability & Schema depth.

2

13% Reputation

DIAGNOSIS: AUTHORITY GAPS

There is a significant authority gap regarding the namesake 'Adam.' While the text mentions 'either Adam or our admin team,' there is no Person schema, no surname, and no professional background provided for the lead technician. The schema_json is also minimally implemented as a basic WebSite type rather than a LocalBusiness or Organization, which would typically include address data and official credentials.

EVIDENCE: PERFORMANCE VS. CLAIMS

The site claims to offer 'Emergency Repair Services' and 'Indoor Air Quality Solutions' but provides zero evidence of response times, specific equipment brands used (e.g., Daikin, Mitsubishi), or measurable outcomes like PM2.5 reduction. The claim of being 'F-GAS CAT 1 APPROVED' is a high-level performance signal that is never followed up with a license number or verification link, creating a disconnect between the technical claim and the proof provided.

See how to improve >

INDUSTRY MATCH & SCORE SUMMARY

Home Services (Plumbing, Roofing, HVAC, Electrical) Reputation: Air Conditioning by Adam (airconditioningbyadam.com)

Reputation: 31 / 100

INDUSTRY CLASSIFICATION

The site content perfectly aligns with the Home Services HVAC category, specifically focusing on air conditioning installation, maintenance, and repair. However, the depth of technical content is shallow, relying on high-level service descriptors rather than engineering specifics.

"The score of 31 is primarily driven by the 'Trust and Proof' and 'Identity' pillars. The total lack of proof links despite claiming a specific review count and professional accreditation creates a major credibility gap. The technical implementation (missing H1 on homepage, basic schema) further contributes to the high BS rating by failing to support the professional image the brand attempts to project."

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://airconditioningbyadam.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 21, 2026

(c) 1EuroSEO Independent Evaluator - Non-Sponsored Result