

# AI Reputation Analysis and Signal Evaluation - Arlow Plumbing & Heating

## BRAND AI REPUTATION

### Home Services (Plumbing, Roofing, HVAC, Electrical) Reputation: Arlow Plumbing & Heating (arlowplumbing.co.uk)

<https://arlowplumbing.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

Arlow Plumbing & Heating has 2 points more reputation than the average for Home Services (Plumbing, Roofing, HVAC, Electrical).

#### EXPERT VERDICT

Arlow Plumbing & Heating presents as a professional operation that has fundamentally failed the substance test by launching with empty proof containers and regional template errors. The 'Sheffield' slip-up is a catastrophic BS indicator for a company claiming to be 'Somerset's local experts.' The site is currently a high-fidelity marketing shell awaiting the actual evidence required to back its local dominance claims.

[See how to improve >](#)

#### INFO DENSITY

Power-words vs. Substance ratio.

17

57% Reputation

Information density is split between high-substance pricing tables and significant placeholder fluff. While the care plans list specific technical deliverables (Electronic pdf report, magnetic filter clean), large sections of the site are dominated by Coming soon markers under H4 Case Study headings. The repetition of the heading £POA ? starting from across multiple product blocks on the homepage and installation page creates a high ratio of empty structural markers relative to actual data.

## SEMANTIC COHERENCE

Homepage promise vs. Sub-page reality.

13

65% Reputation

A severe semantic drift occurs on the Boiler Service Plans page where the text suddenly claims to offer services to the nice people of Sheffield, despite the H1 and entire site positioning identifying as a Somerset-based local expert for Bridgwater and Taunton. This indicates a failure in template management where substance from a different geographical region has been left in the body text. Furthermore, the promise of case studies on the homepage leads to empty placeholders on sub-pages, a classic drift from signal to substance.

## TRUST & PROOF

Verifiable evidence vs. Trust Theatre.

5

25% Reputation

### DIAGNOSIS: TRUST THEATRE

The site exhibits significant trust theatre discrepancies, claiming an average from 450 Happy Customer Reviews in the body text while the structured data and metadata report review counts between 17 and 58. Trust theatre flags are triggered by the repeated use of the phrase Somerset's most reviewed boiler company without a direct, verifiable link to a third-party aggregator like Checkatrade or Trustpilot on the homepage. The case study section is entirely performative, using real-world testimonials but failing to provide the promised project details, which are marked as Coming soon.

### EVIDENCE: PROOF DENSITY

Proof density is extremely low despite the high volume of text. For every specific technical specification (e.g., Compress 3400i AWS), there are multiple instances of unsubstantiated marketing assertions. The proof links count is only 2 on most sub-pages and 0 on the homepage, while the text makes over a dozen distinct claims of being the 'most reviewed' or 'most trusted' without linking to the underlying data sources.

## COMMODITY FINGERPRINT

Detection of industry cliches/templates.

6

40% Reputation

The commodity fingerprint is high due to the smoking gun template error mentioning Sheffield. The value proposition cliches like no waiting around all day and keeping you warm and safe are standard industry genericisms. The layout follows a rigid template fingerprint (Our Recent Somerset Worcester Boiler Installations) that remains unpopulated with unique content, suggesting a site that has been built for SEO reach rather than verified local authority.

## IDENTITY & AUTHORITY

Expert verifiability & Schema depth.

8

53% Reputation

### DIAGNOSIS: AUTHORITY GAPS

Authority is weakened by the attribution of testimonials to Kerry@Somerset Heat Pump Solar, which suggests either an unclarified sister company relationship or a copy-paste error from another entity. While the site names specific staff (Steve, Rosie), they lack a digital footprint or Person schema to verify their expertise. The technical implementation is generally sound, but the presence of placeholder images and text for case studies creates a gap in the claimed market-leader authority.

### EVIDENCE: PERFORMANCE VS. CLAIMS

The site claims to have built its reputation on quality and trust, yet fails to demonstrate a single completed project across any of the 4 analyzed pages, using Coming soon for all case study blocks. The assertion of being Bridgwater's most reviewed boiler company is statistically disconnected from the evidence provided in the site's own metadata. Bold claims regarding the Boiler Upgrade Scheme and £7,500 grants are made without citing specific successful applications or local installs.

[See how to improve >](#)

## INDUSTRY MATCH & SCORE SUMMARY

**Home Services (Plumbing, Roofing, HVAC, Electrical) Reputation: Arlow  
Plumbing & Heating (arlowplumbing.co.uk)**

**Reputation: 49 / 100**

### INDUSTRY CLASSIFICATION

The site perfectly aligns with the Home Services category, focusing on boiler installation, heating maintenance, and renewable solutions like heat pumps. It uses specific trade terminology such as Gas Safe, OFTEC-registered, and boiler upgrade schemes which are standard for the UK heating industry.

*"The score of 49 is driven primarily by the trust-substance gap. While the site provides granular pricing for service plans (lowering the score), the presence of placeholder case studies and the geographical template error (Sheffield vs Somerset) significantly increased the BS rating."*

### 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://arlowplumbing.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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