

AI Reputation Analysis and Signal Evaluation - Moray EPDM

BRAND AI REPUTATION

Home Services (Plumbing, Roofing, HVAC, Electrical) Reputation: Moray EPDM (www.morayepdm.co.uk)

http://www.morayepdm.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

Moray EPDM has 8 points more reputation than the average for Home Services (Plumbing, Roofing, HVAC, Electrical).

EXPERT VERDICT

Moray EPDM functions as digital brochureware that relies more on longevity claims than modern proof standards. While the 2007 establishment date provides a baseline of legitimacy, the total lack of technical authority and third-party validation results in a moderate BS score. It is a typical local trade site that tells the user they are good without showing them the evidence.

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INFO DENSITY

Power-words vs. Substance ratio.

17

57% Reputation

The site's information density is low, with a heading hierarchy saturated by fluff such as the generic H1 Home and placeholder H2s like Find Out More About Our Services. Body text relies on unsubstantiated power words like stellar reputation, impeccable, and top-tier roofing services. Substance is restricted to a few specific anchors: the RubberBond FleeceBack accreditation and the operational start date of 2007.

SEMANTIC COHERENCE

Homepage promise vs. Sub-page reality.

15

75% Reputation

There is a minor disconnect between the homepage promise of an impeccable reputation and the sub-page content, which fails to provide any actual testimonials or review data to support such a claim. While the service list for Fascias and Guttering aligns with the roofing signal, the lack of depth on these sub-topics suggests a surface-level marketing presence. The identity remains consistent as a local roofer, but the authority behind the claims drifts into generic territory quickly.

TRUST & PROOF

Verifiable evidence vs. Trust Theatre.

14

70% Reputation

DIAGNOSIS: TRUST THEATRE

Despite claiming a multitude of satisfied customers, the site shows a review_count of 0. While it avoids the trust_theatre_flag by not displaying fake widgets, it lacks any external proof paths to platforms like Google Reviews or Checkatrade. The three proof_links_count identify internal links (Facebook, Gallery, Contact) rather than third-party verifications of their RubberBond Approved status.

EVIDENCE: PROOF DENSITY

The proof density is poor, with a high ratio of vague assertions to verifiable evidence. For example, the claim of being RubberBond FleeceBack Approved is a strong substance signal, but it is not backed by a certification ID, a link to the manufacturer's directory, or a gallery of certified project completions. The three proof links identified in the crawl are weak navigational links rather than external credibility markers.

COMMODITY FINGERPRINT

Detection of industry cliches/templates.

6

40% Reputation

The site exhibits a heavy commodity fingerprint, using template-standard language like no obligation quote and friendly and reliable service. Value proposition cliches such as your home deserves the best and the experts you can trust are used in place of unique selling points. The overall structure follows a boilerplate trade layout that could be applied to any competitor in the roofing sector without modification.

IDENTITY & AUTHORITY

Expert verifiability & Schema depth.

3

20% Reputation

DIAGNOSIS: AUTHORITY GAPS

Significant authority gaps exist due to the total absence of structured data (schema_json is null) and a lack of named experts. The team is referenced as a faceless collective with no digital footprint or links to professional profiles (Person schema). Technically, the site uses a basic heading hierarchy and fails to leverage technical SEO signals that would support its claim of being a leading specialist.

EVIDENCE: PERFORMANCE VS. CLAIMS

The site makes bold performance assertions about its stellar reputation and delivering top-tier services for over a decade without providing project-specific metrics or case studies. There is no evidence of the volume of roofs installed or any quantitative data regarding their maintenance and repair success rates. The marketing tone remains high-level while the evidence remains anecdotal.

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INDUSTRY MATCH & SCORE SUMMARY

Home Services (Plumbing, Roofing, HVAC, Electrical) Reputation: Moray

Reputation: 55 / 100

EPDM (www.morayepdm.co.uk)

INDUSTRY CLASSIFICATION

The site aligns correctly with the Home Services category, specifically targeting flat roofing and exterior maintenance. The content focuses on localized services within Moray and North East Scotland, which is consistent with the profile of a regional trade specialist.

"The BS score of 55 is primarily driven by gaps in Information Density (13) and Identity and Authority (12).

The failure to provide external verification for strong claims like RubberBond approval and the lack of structured data significantly inflated the score. While the site is not overtly deceptive, its reliance on industry cliches and template language prevents it from achieving a high substance 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 <http://www.morayepdm.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 22, 2026

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