

# AI Reputation Analysis and Signal Evaluation - Northfields Plumber

## BRAND AI REPUTATION

### Home Services (Plumbing, Roofing, HVAC, Electrical) Reputation: Northfields Plumber (northfields-plumber.business.site)

<https://northfields-plumber.business.site>

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

Northfields Plumber has 14 points more reputation than the average for Home Services (Plumbing, Roofing, HVAC, Electrical).

#### EXPERT VERDICT

This is a digital ghost rather than a business site; it contains zero bullshit only because it contains zero content. The score of 39 reflects a total failure of technical authority and substance rather than the presence of deceptive marketing fluff.

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#### INFO DENSITY

Power-words vs. Substance ratio.

25

83% Reputation

The site contains zero power words because it contains zero marketing copy, resulting in a fluff saturation of 0%. However, the body substance ratio is non-existent as the 92 characters of text are exclusively server error messages. There are 0 instances of specific evidence?no numbers, named clients, or technical specifications?which triggers the maximum 5-point penalty for specificity absence. No concept repetition is detected as the site fails to establish any value proposition to repeat.

## SEMANTIC COHERENCE

Homepage promise vs. Sub-page reality.

7

35% Reputation

A total disconnect exists between the primary signal of a trade business homepage and the delivered substance of a server error. The H1 is missing entirely, and the meta\_title 'Error 404 (Not Found)!!1' provides no alignment with the plumbing industry. No sub-pages are available to evaluate messaging consistency, and the heading hierarchy is completely absent (5 points), making it impossible for a user to understand the business offerings through structural markers.

## TRUST & PROOF

Verifiable evidence vs. Trust Theatre.

15

75% Reputation

### DIAGNOSIS: TRUST THEATRE

With a review\_count of 0 and proof\_links\_count of 0, the site does not engage in active trust theatre but suffers from a total absence of proof. There are no bold performance claims to penalize, yet the site fails to provide any external proof paths or third-party validation links. This lack of verifiable trust signals on the primary URL constitutes a complete failure of the Trust and Proof pillar for a service-based business.

### EVIDENCE: PROOF DENSITY

The proof density is zero, as the site provides no verifiable evidence of industry expertise or previous work. Out of a total character count of 92, none are dedicated to substantiating the business's ability to perform plumbing or home services. The ratio of evidence to vague assertions is skewed by the total absence of both, though the lack of any trade registration numbers is a significant red flag.

## COMMODITY FINGERPRINT

Detection of industry cliches/templates.

9

60% Reputation

The content is a standard Google Business Site 404 template, representing the ultimate commodity fingerprint with zero differentiation. This specific error message could be copy-pasted onto any competitor's broken URL, resulting in a maximum 5-point penalty for uniqueness. Only one template section is detected (the error block), resulting in a 1-point penalty for boilerplate language without specific substance.

## IDENTITY & AUTHORITY

Expert verifiability & Schema depth.

5

33% Reputation

### DIAGNOSIS: AUTHORITY GAPS

A critical authority gap is present as the site contains no schema\_json, leaving the business without a structured digital identity. No experts, founders, or team members are named, and there is no digital footprint to connect this entity to a licensed plumbing professional. The technical implementation is fundamentally broken, returning a 404 error for the homepage, which creates a maximum 5-point technical credibility gap.

### EVIDENCE: PERFORMANCE VS. CLAIMS

The site makes no performance claims, but the marketing tone is replaced by a technical failure that contradicts the basic reliability expected of a tradesman. The absence of any content prevents the demonstration of results, case studies, or client satisfaction. The disconnect here is between the functional purpose of a business website and its actual state of non-existence.

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## INDUSTRY MATCH & SCORE SUMMARY

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

**Reputation: 61 / 100**

**Northfields Plumber (northfields-plumber.business.site)**

### INDUSTRY CLASSIFICATION

Mismatch. The site data confirms a 404 Not Found error, which fails to provide any evidence of Plumbing or Home Services activity, suggesting the digital entity is currently defunct or improperly configured.

*"The score is primarily driven by the Technical Credibility Gap and the complete Signal-Substance Alignment failure. While the site lacks the active BS of flowery marketing language, the total absence of schema and proof paths results in a moderate score. Pillar 2 and Pillar 5 accounted for the majority of points due to the absolute lack of hierarchy and structured identity."*

### 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://northfields-plumber.business.site> to view the most current version of its content and see directly what this company is about and what it offers.

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Verified Analysis Date: May 21, 2026

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