

AI Reputation Analysis and Signal Evaluation - Real All in One

BRAND AI REPUTATION

Home Services (Plumbing, Roofing, HVAC, Electrical) Reputation: Real All in One (realhomeimprovements.com)

<https://realhomeimprovements.com>

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

Real All in One has 10 points more reputation than the average for Home Services (Plumbing, Roofing, HVAC, Electrical).

EXPERT VERDICT

Real All in One is a legitimate regional trade aggregator that effectively uses customer narratives but fails the basic 'Substance Test' for regulated trades. The site relies on the high-volume '70 contractors' claim while simultaneously using the most tired cliches in the tradesman handbook. It is a credible local business masked by the technical and regulatory transparency of a placeholder template.

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INFO DENSITY

Power-words vs. Substance ratio.

21

70% Reputation

The information density is bifurcated between high-substance testimonials and generic service descriptions. While body passages include specific names like Ross Walker and Gareth Shanks performing specific tasks like fitting new glass to a conservatory, the headings are heavily saturated with fluff such as [H1] The One Stop Shop for Home Improvements and [H2] Choose Your 5 Star Service. The site repeatedly asserts its [H2] All in One value proposition without adding technical depth in service descriptions beyond basic lists. However, the mention of 70 contractors under one roof provides a specific, albeit unverified, quantitative claim.

SEMANTIC COHERENCE

Homepage promise vs. Sub-page reality.

18

90% Reputation

Semantic drift is remarkably low as the hero section promise of a one-stop shop for home improvements is immediately and consistently supported by the detailed trade categories. The sub-pages (implied by the H3 structure) deliver exactly on the multi-trade promise of the homepage, moving from Plumbers and Electricians to Painters and Decorators. There is no contradiction between the local Burnley tradesman positioning and the scale of services described. The only minor drift occurs in the EPC section, which transitions from a local trade focus to a more corporate Energy Performance Certificate inspection narrative.

TRUST & PROOF

Verifiable evidence vs. Trust Theatre.

8

40% Reputation

DIAGNOSIS: TRUST THEATRE

The site displays significant Trust Theatre through a review_count of 269 but only 2 proof_links_count, indicating that the vast majority of testimonials are self-hosted and lack third-party verification. It utilizes the phrase Verified Reviews and a 5-star graphic without linking to an external authority like Checkatrade or Trustpilot. Crucially, the site claims to be Gas registered and provides electricians, yet it fails to display mandatory Gas Safe or NICEIC registration numbers, which are primary proof expectations for the industry.

EVIDENCE: PROOF DENSITY

Proof density is uneven; the customer testimonials are unusually detailed, providing specific dates and employee names which serves as strong anecdotal evidence. However, the ratio of verifiable technical evidence to vague assertions is low, particularly regarding the missing regulatory credentials for gas and electrical work. The site provides 01282 501620 and a physical address at 68 Hargrove Ave, which grounds the business in reality but does not substitute for the missing professional accreditation paths.

COMMODITY FINGERPRINT

Detection of industry cliches/templates.

3

20% Reputation

The commodity fingerprint is high, with the text heavily utilizing generic_claims from the industry dictionary including no job too big or too small, competitive rates, and reliable and affordable. The value proposition is a copy-paste tradesman aggregator model that offers no unique differentiation beyond its local Burnley geography. Template sections like Here is some of our work and Choose Your 5 Star Service follow boilerplate structures common to small business website builders. The recurring use of value_prop_cliches like Service Excellence further reinforces its position as a commodity service provider.

IDENTITY & AUTHORITY

Expert verifiability & Schema depth.

7

47% Reputation

DIAGNOSIS: AUTHORITY GAPS

Authority gaps exist due to the lack of structured data connecting the business to professional bodies, despite claiming to be National Landlord Association recognized. While the site mentions individuals like Kieran and Kevin, they lack Person schema or sameAs links, leaving their professional expertise unverified. The organization schema is present but basic, failing to provide the technical digital footprint expected of a business claiming to manage 70 contractors and multiple specialized trade divisions.

EVIDENCE: PERFORMANCE VS. CLAIMS

The primary disconnect lies in the scale of the operation; the claim of 70 contractors is not supported by any visual evidence of a large fleet or team, only by a handful of individual names in text. The performance claim WE WILL BEAT ANY PRICE is a classic marketing hollow-point that lacks any defined methodology or survey criteria. Furthermore, the claim to be a One Stop Shop is supported by categories, but the actual portfolio (Here is some of our work) only shows three specific projects, a narrow demonstration for such a broad promise.

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INDUSTRY MATCH & SCORE SUMMARY

Home Services (Plumbing, Roofing, HVAC, Electrical) Reputation: Real All in One (realhomeimprovements.com)

Reputation: 57 / 100

INDUSTRY CLASSIFICATION

The website perfectly aligns with the Home Services industry, specifically acting as a multi-trade aggregator for the Burnley region. The content covers the full spectrum of trades including plumbing, electrical, roofing, and energy performance certificates, consistent with local tradesman service models.

"The BS score of 57 is driven by the tension between specific customer stories and the absence of mandatory professional certifications. While the semantic coherence is strong, the high Commodity Fingerprint (use of cliches like 'no job too big') and the Trust Theatre regarding unlinked reviews prevent a lower score. The 404 page in the crawl also indicates a minor technical credibility gap that contributes to the final measurement."

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://realhomeimprovements.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: May 22, 2026

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