

AI Reputation Analysis and Signal Evaluation - SG Locksmiths

BRAND AI REPUTATION

Home Services (Plumbing, Roofing, HVAC, Electrical) Reputation: SG Locksmiths (sglocksmiths.co.uk)

<https://sglocksmiths.co.uk>

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



HOME SERVICES (PLUMBING, ROOFING, HVAC, ELECTRICAL)

47 Avg Reputation

Based on 290 businesses audited.

REPUTATION LEVEL

LOWER REPUTATION THAN AVERAGE

SG Locksmiths has 11 points less reputation than the average for Home Services (Plumbing, Roofing, HVAC, Electrical).

EXPERT VERDICT

SG Locksmiths is a high-utility but high-fluff lead generation site that relies on regional keyword saturation rather than established authority. While it provides essential local signals (addresses and base pricing), it fails nearly every test of verified trust, operating primarily as a digital placeholder for emergency calls.

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INFO DENSITY

Power-words vs. Substance ratio.

12

40% Reputation

The site suffers from extreme concept repetition, restating '30 Minutes Response' and 'No Call-Out Charge' over 10 times across 5 pages. While it provides specific price points like 'From £35' and 'From £39', these are drowned out by fluff headings such as 'Cheapest Local Locksmith' and 'Professional expertise for your Locksmith needs'. Body text is largely composed of regional keywords rather than technical descriptions of the services provided.

SEMANTIC COHERENCE

Homepage promise vs. Sub-page reality.

16

80% Reputation

There is very little semantic drift between the homepage and sub-pages, but only because all pages are nearly identical. The homepage promises a 'Best Price Guarantee' and the sub-pages deliver the exact same vague promise without ever defining the terms of the guarantee. The site maintains a consistent local identity, but fails to provide deeper service-specific information on sub-pages like 'Emergency Locksmiths', which only contains 649 characters of text.

TRUST & PROOF

Verifiable evidence vs. Trust Theatre.

5

25% Reputation

DIAGNOSIS: TRUST THEATRE

Trust theatre is high; the site claims to be 'DBS checked' and 'fully insured' on the Need A Locksmith page, but provides no certificate numbers, insurance provider names, or validation links. Despite a review_count of 5 on sub-pages, the proof_links_count remains at 1 (likely a WhatsApp or Call link), meaning there is zero evidence of these reviews existing on a verifiable third-party platform.

EVIDENCE: PROOF DENSITY

The ratio of verifiable evidence to assertions is extremely low. The only hard evidence provided are the physical addresses and a starting price of £35; however, these are outnumbered by dozens of unproven assertions regarding response times, qualification status, and 'Best Price' status. The lack of outbound links to external review or accreditation sites results in a proof-light environment.

COMMODITY FINGERPRINT

Detection of industry cliches/templates.

1

7% Reputation

The site is a near-perfect match for the commodity trade template. It uses almost every generic_claim in the dictionary, including 'available 24/7', 'fully qualified and insured', and 'free no-obligation quotes'. The value proposition of being a 'Local Family Run' business is a standard industry cliché that could be (and often is) copy-pasted onto any competitor's site in Lancashire.

IDENTITY & AUTHORITY

Expert verifiability & Schema depth.

2

13% Reputation

DIAGNOSIS: AUTHORITY GAPS

There is a total absence of structured data (schema_json is null), which is a significant technical authority gap for a business claiming local expertise. While physical addresses are provided in Burnley, Preston, and Blackburn, there are no named experts, no 'Person' schema, and no specific trade association numbers (e.g., Master Locksmiths Association) to verify the 'Fully Qualified' claim.

EVIDENCE: PERFORMANCE VS. CLAIMS

The site makes bold performance claims such as '100% guaranteed' and 'We Wont Be Beaten On Price' without any evidence of a price-match policy or warranty terms. The marketing tone is urgent and 'salesy', but the site demonstrates no actual work through a gallery or named case studies, relying instead on generic image descriptions like 'Safe Opening Service'.

See how to improve >

INDUSTRY MATCH & SCORE SUMMARY

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

Reputation: 36 / 100

Locksmiths (sglocksmiths.co.uk)

INDUSTRY CLASSIFICATION

The site content perfectly matches the Locksmith category within Home Services. Every page focuses on emergency entry, lock fitting, and uPVC repair, consistent with the industry jargon provided.

"The score of 36 is driven primarily by the lack of technical authority (missing schema) and the high density of unverified trust claims. While the site provides physical addresses and pricing, its reliance on industry clichés and repetitive marketing slogans pushes it deep into the High BS category."

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://sglocksmiths.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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