

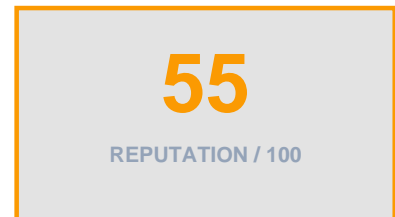
# AI Reputation Analysis and Signal Evaluation - STH Plumbing & Heating Ltd

## BRAND AI REPUTATION

Home Services (Plumbing, Roofing, HVAC, Electrical) Reputation: STH Plumbing & Heating Ltd ([www.sthph.co.uk](http://www.sthph.co.uk))

<http://www.sthph.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

STH Plumbing & Heating Ltd has 8 points more reputation than the average for Home Services (Plumbing, Roofing, HVAC, Electrical).

## EXPERT VERDICT

This is a legitimate, qualified local business with a website trapped in 2015 marketing patterns. While the trade credentials (Gas Safe, Which? Trusted Trader) are authentic and low-BS, the digital delivery is a template-heavy commodity fingerprint that fails to prove the 'innovation' it claims.

[See how to improve >](#)

## INFO DENSITY

Power-words vs. Substance ratio.

**16**

53% Reputation

The site exhibits a moderate fluff ratio with headings like [H1] Reliable plumbers and [H2] Quality heating services providing little differentiation. However, body text contains high-value substance including Gas Safe registration number 539111, Vaillant preferred installer status, and specific 12-month workmanship guarantees. There is significant concept repetition regarding 'bespoke bathrooms' and 'St Helens coverage' across all six pages, which artificially inflates character counts without adding new technical data.

## SEMANTIC COHERENCE

Homepage promise vs. Sub-page reality.

16

80% Reputation

Signal-substance alignment is high; the homepage promises wet rooms and bespoke bathrooms, and the sub-pages provide dedicated content for those specific services. There is minor drift on the Heating page where an [H1] for Central Heating Services is immediately followed by an [H1] for Commercial plumbing, creating a slight messaging conflict regarding the primary service of that page. Otherwise, the local service positioning remains consistent across the directory structure.

## TRUST & PROOF

Verifiable evidence vs. Trust Theatre.

15

75% Reputation

### DIAGNOSIS: TRUST THEATRE

Trust theatre is minimal as the site avoids unverified floating star ratings. The review\_count of 11 is modest and tied to a proof\_links\_count of 5, suggesting a path to third-party verification like Yell or Which? Trusted Traders. The mention of the Dispute Resolution Ombudsman and a specific 0117 phone number for Which? complaints adds a layer of verifiable accountability rarely seen in high-BS trade sites.

### EVIDENCE: PROOF DENSITY

Proof density is buoyed by the inclusion of the Gas Safe registration number (539111), Company Number (6559926), and VAT Number (926056622). These verifiable business markers act as a strong BS-buffer against the generic 'satisfaction guaranteed' language. However, the ratio of verifiable project success to vague assertions is low due to the lack of named case studies.

## COMMODITY FINGERPRINT

Detection of industry cliches/templates.

4

27% Reputation

The site suffers from a high commodity fingerprint, using standard trade cliches such as 'no job too small' (implied), 'fast and reliable', and 'competitive prices'. The [H2] Why choose STH Plumbing & Heating Ltd? section is a standard template block found across thousands of UK trade sites. The value proposition is entirely copy-pasteable for any competitor in the St Helens area, lacking any unique proprietary methodology or pricing transparency.

## IDENTITY & AUTHORITY

Expert verifiability & Schema depth.

4

27% Reputation

### DIAGNOSIS: AUTHORITY GAPS

There is a total absence of JSON-LD structured data (schema\_json: null), which is a significant technical authority gap for a company claiming 'innovative' status. While they claim to have engineers with 'over 15 years experience', no individuals are named, and there is no Person schema or sameAs links to professional profiles. The technical implementation is dated, with duplicate H1 tags on the Heating, Plumbing, and Gallery pages undermining the claim of professional excellence.

### EVIDENCE: PERFORMANCE VS. CLAIMS

The site makes bold claims about being 'preferred installers' and having a 'proven track record of creating innovative designs', but fails to demonstrate this with data. The Gallery page contains generic image references like [IMG: bathroom renovation] and [IMG: underfloor heating] but lacks project descriptions, dates, or specific customer outcomes. The marketing tone suggests a high-end design firm, but the content reflects a standard reactive maintenance plumber.

[See how to improve >](#)

## INDUSTRY MATCH & SCORE SUMMARY

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

**Reputation: 55 / 100**

**Plumbing & Heating Ltd (www.sthph.co.uk)**

### INDUSTRY CLASSIFICATION

The content perfectly aligns with the Home Services category, specifically focusing on plumbing, central heating, gas engineering, and bathroom installations. All services described are standard for a Gas Safe registered North West England trade business.

*"The score of 55 is driven primarily by the lack of technical authority (no schema) and the high commodity fingerprint (generic trade cliches). It is kept out of the 'High BS' range by the presence of verifiable registration numbers and professional affiliations (Vaillant, Which?)."*

### 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.sthph.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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