

AI Reputation Analysis and Signal Evaluation - The Window Doctor

BRAND AI REPUTATION

Home Services (Plumbing, Roofing, HVAC, Electrical) Reputation: The Window Doctor (thewindowdoctorneltd.co.uk)

<http://thewindowdoctorneltd.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

HIGHER REPUTATION THAN AVERAGE

The Window Doctor has 17 points more reputation than the average for Home Services (Plumbing, Roofing, HVAC, Electrical).

EXPERT VERDICT

This is a legitimate, high-substance local business site that is unfortunately undermined by 'digital dustiness' and a lack of formal verification. While the customer evidence is overwhelming and credible, the technical implementation (Gmail, missing schema, lack of trade IDs) reflects a low-authority digital footprint. It is a 'Substance-First' business with a 'Template-First' website.

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INFO DENSITY

Power-words vs. Substance ratio.

20

67% Reputation

The site maintains high density through operational specifics, such as the H1 claiming service 'since 1988' and H2 defining opening hours as '8am ? 6pm, 7 days a week.' However, fluff appears in H2 headings like 'Expert Window Repair Services Near You,' which uses generic power words without technical specifics. The body text is redeemed by high-substance reviews that mention specific tasks like 'replaced 45 misted units in one day' and 'replacing hinges on a small quarter light opener.'

SEMANTIC COHERENCE

Homepage promise vs. Sub-page reality.

20

100% Reputation

There is virtually no semantic drift detected; the homepage H1 promise of North East glazing repairs is consistently supported by the service descriptions and localized review content. The 'repair-first approach' mentioned in the body text aligns perfectly with the brand name and the primary H1 signal. Sub-pages (referenced via H3/H4 markers) focus exclusively on the core services of door and window maintenance without expanding into unrelated trades.

TRUST & PROOF

Verifiable evidence vs. Trust Theatre.

11

55% Reputation

DIAGNOSIS: TRUST THEATRE

The site displays a strong review_count of 108, but the proof_links_count is only 1, indicating a lack of clickable verification for many claims. While the Trustindex text verifies the source is Google, the lack of external links to trade bodies like FENSA or Certass creates a reliance on 'Trust Theatre' rather than professional accreditation. The absence of a trust_theatre_flag is only due to the detailed nature of the text reviews providing circumstantial evidence.

EVIDENCE: PROOF DENSITY

The ratio of verifiable evidence to unsubstantiated claims is moderate; the sheer volume of detailed customer testimonials (108 reviews) provides more substance than the average trade site. However, the site fails to provide technical proof density, such as glass specifications, U-values for energy efficiency, or specific manufacturer logos for composite doors. It relies heavily on social proof rather than technical or regulatory proof.

COMMODITY FINGERPRINT

Detection of industry cliches/templates.

8

53% Reputation

The site uses industry cliches such as 'no job too small' and 'local expert,' which are common in the Home Services sector. The heading hierarchy follows a standard template fingerprint (ABOUT US, CONTACT US, OUR SERVICES). However, the 'repair-first' value proposition is a distinct differentiator that prevents the site from being a pure commodity copy-paste of a replacement-focused competitor.

IDENTITY & AUTHORITY

Expert verifiability & Schema depth.

5

33% Reputation

DIAGNOSIS: AUTHORITY GAPS

A significant authority gap exists due to the use of a generic Gmail address (thewindowdoctorne@gmail.com) for a business claiming nearly 40 years of operation. The schema_json is limited to WebSite and WebPage types, missing LocalBusiness structured data that would verify the physical location and North East service area. Named experts like 'Gary' and 'Tyler' appear in reviews but lack Person schema or professional bios to verify their 50 years of combined experience.

EVIDENCE: PERFORMANCE VS. CLAIMS

Claims of '50 years combined experience' and 'since 1988' are bold but lack a specific 'About Us' narrative or dated project portfolio to bridge the marketing tone with historical reality. The performance claim of being a 'local expert' is well-supported by 108 reviews, reducing the typical disconnect found in this sector. The biggest disconnect is the 'fully trained engineers' claim, which lacks any mention of specific certifications or NVQ levels.

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INDUSTRY MATCH & SCORE SUMMARY

Home Services (Plumbing, Roofing, HVAC, Electrical) Reputation: The Window Doctor (thewindowdoctorneltd.co.uk)

Reputation: 64 / 100

INDUSTRY CLASSIFICATION

The site fits within the broad Home Services category but specifically targets the Double Glazing Repair niche. While the industry pattern dictionary includes HVAC and Plumbing jargon, this site strictly adheres to window and door repair content, confirming its specialized focus.

"The score of 64 was driven by authority gaps (10/15) and trust verification (9/20). The site avoided a higher BS score due to a perfect semantic coherence score (0/20) and high information density provided by genuine, detailed customer reviews that describe actual technical outcomes."

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://thewindowdoctorneltd.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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