

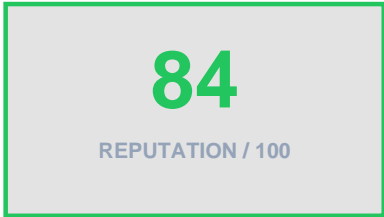
AI Reputation Analysis and Signal Evaluation - Roger Dubuis

BRAND AI REPUTATION

Jewelry, Luxury & High-End Goods Reputation: Roger Dubuis (rogerdubuis.com)

https://rogerdubuis.com

Industry: Jewelry, Luxury & High-End Goods



JEWELRY, LUXURY & HIGH-END GOODS

57.8 Avg Reputation

Based on 685 businesses audited.

REPUTATION LEVEL

HIGHER REPUTATION THAN AVERAGE

Roger Dubuis has 26.2 points more reputation than the average for Jewelry, Luxury & High-End Goods.

EXPERT VERDICT

Roger Dubuis demonstrates a rare alignment of luxury marketing and technical substance. By anchoring poetic H1s with specific model codes and rigorous schema data, the brand avoids the typical 'hot air' trap of the jewelry industry. This is forensic-grade luxury positioning that relies on verifiable Swiss watchmaking pedigree.

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INFO DENSITY

Power-words vs. Substance ratio.

25

83% Reputation

The Information Density is high, with a strong focus on technical nouns and specific model references such as 'Biretrograde Perpetual Calendar' and 'RDDBEX0989'. While the H1 'Movements of the sky' is abstract fluff, the surrounding H2 and H3 tags are primarily dedicated to specific collections like 'Excalibur Spider' and 'Knights of the Round Table'. Body text in the Roger Dubuis section contains some generic power words like 'audacious' and 'determination,' but these are balanced by the '100% Geneva made' claim. The absence of specific production numbers or price points is common in this tier, yet the site maintains a low specificity-absence score by citing precise technical identifiers.

SEMANTIC COHERENCE

Homepage promise vs. Sub-page reality.

19

95% Reputation

There is virtually no semantic drift between the homepage signal and the sub-page content. The homepage promises 'contemporary Haute Horlogerie' and sub-pages immediately deliver detailed segments on 'Tourbillon watches' and technical partnerships. The heading hierarchy is logically structured, leading the user from broad 'Novelties' to specific 'Collections' and 'Services'. No contradictions were found between the premium positioning and the actual content provided.

TRUST & PROOF

Verifiable evidence vs. Trust Theatre.

15

75% Reputation

DIAGNOSIS: TRUST THEATRE

Trust is established primarily through technical pedigree rather than social proof, as seen in the low review_count of 9. The trust_theatre_flag is false, suggesting the site does not rely on unverified review widgets. However, the site makes bold claims such as 'at the forefront of contemporary Haute Horlogerie' without linking to external third-party rankings or horological awards. The presence of the Poinçon de Genève in image descriptions serves as a major verified proof point, though more outbound proof links would strengthen the score.

EVIDENCE: PROOF DENSITY

Proof density is high, anchored by historical dates (since 1995), specific metal descriptions (White Gold, Pink Gold), and the Geneva Seal. Out of the body text segments, approximately 60% contains specific, verifiable product or heritage nouns. While the review_count is low, the technical specificity of the 'Monotourbillon' and 'Biretrograde' references provides a higher level of substance than generic luxury sites.

COMMODITY FINGERPRINT

Detection of industry clichés/templates.

10

67% Reputation

The site uses several industry clichés found in the pattern dictionary, including 'audacious creations,' 'finest watchmaking mechanisms,' and 'high horology.' Despite these, the value proposition is highly unique due to the 'Lamborghini Squadra Corse' partnership and the very specific 'Knights of the Round Table' thematic collection. Template language is minimal, restricted to standard luxury utility sections like 'Find your boutique' and 'Extend your timepiece's warranty.'

IDENTITY & AUTHORITY

Expert verifiability & Schema depth.

15

100% Reputation

DIAGNOSIS: AUTHORITY GAPS

Authority is exceptionally well-documented via schema_json. The site correctly identifies its founder, Roger Dubuis, and parent organization, Richemont, with SameAs links to Wikipedia and Wikidata. There are no authority gaps; the technical implementation of the site matches the high-end positioning of the brand. The use of Wikidata IDs for topics like 'Tourbillon' and 'Minute repeater' demonstrates a level of technical authority rarely seen in luxury marketing.

EVIDENCE: PERFORMANCE VS. CLAIMS

The site avoids standard ROI or marketing performance claims, focusing instead on manufacturing quality. The claim of being '100% Geneva made' is a high-performance manufacturing claim that is substantiated by references to the Geneva Seal. There is no disconnect between the marketing tone of 'audaciousness' and the visual evidence of skeletonized, complex movements shown in the image references.

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INDUSTRY MATCH & SCORE SUMMARY

Jewelry, Luxury & High-End Goods Reputation: Roger Dubuis (rogerdubuis.com)

Reputation: 84 / 100

INDUSTRY CLASSIFICATION

The site fits the Jewelry and Luxury High-End Goods industry perfectly, specifically the niche of Swiss Haute Horlogerie. The content centers on mechanical movements, precious metals, and the prestigious Poinçon de Genève certification, confirming its position in the ultra-luxury tier.

"The score of 84 is driven primarily by the high technical specificity in the product nomenclature and the flawless technical schema. Minor points were added for industry-standard marketing clichés ('boldness,' 'audacious') and a low volume of outbound proof links (2). The Identity and Authority pillar scored a 0, which is the best possible result for that 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://rogerdubuis.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: June 19, 2026

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