

AI Reputation Analysis and Signal Evaluation - Gibson Kerr Limited

BRAND AI REPUTATION

Legal Services & Law Firms Reputation: Gibson Kerr Limited (www.gibsonkerr.co.uk)

https://www.gibsonkerr.co.uk

Industry: Legal Services & Law Firms



REPUTATION LEVEL

LEGAL SERVICES & LAW FIRMS

58.2 Avg Reputation

Based on 142 businesses audited.

HIGHER REPUTATION THAN AVERAGE

Gibson Kerr Limited has 4.8 points more reputation than the average for Legal Services & Law Firms.

EXPERT VERDICT

Gibson Kerr is a legitimate, high-authority firm with a clear identity, but its digital presence is currently optimized for 'warmth' over 'wins.' The BS score is driven by a lack of granular proof and an over-reliance on the 'friendly expert' trope. While clearly a real business, it asks the user to take its 'leading firm' status on faith rather than demonstrating it through data.

[See how to improve >](#)

INFO DENSITY

Power-words vs. Substance ratio.

18

60% Reputation

The heading fluff saturation is moderate, with H2s frequently using power words like 'Expert,' 'Experienced,' and 'Leading' without immediate qualifying nouns or data points. Body substance is somewhat diluted by emotional marketing language? 'friendly solicitors,' 'compassion and ease,' and 'family comes first'? which outweighs technical service methodology. However, the mention of a '100 year' history and specific office locations provides a concrete anchor. The concept of 'getting the best results' is repeated across 5 of 6 pages without specific definition of what those results look like (e.g., success rates or settlement totals).

SEMANTIC COHERENCE

Homepage promise vs. Sub-page reality.

16

80% Reputation

The site demonstrates strong semantic coherence with almost zero drift. The homepage H1 'Expert Edinburgh and Glasgow Solicitors' is directly supported by dedicated sub-pages for Education Law, Family Law, and Property Law. Each sub-page maintains the 'family-run' and 'friendly' positioning established on the homepage. The only minor inconsistency is the claim of being a 'Scottish Leading Law Firm' in meta data while the body text focuses more on being 'friendly' and 'understanding,' creating a slight tonal disconnect between authority and approachability.

TRUST & PROOF

Verifiable evidence vs. Trust Theatre.

8

40% Reputation

DIAGNOSIS: TRUST THEATRE

The site claims to be a 'Legal 500 Leading Firm 2026' which is a significant high-substance signal, yet the review_count is consistently low at 14-15 across all pages. The proof_links_count is only 1, suggesting that while the firm has high-level accreditation, it fails to provide granular paths to client validation or diverse external proof points. The claim 'Highly Rated' in the Property Law meta description lacks an immediate linked third-party source to verify the rating in the body text.

EVIDENCE: PROOF DENSITY

The ratio of verifiable proof to assertions is low. Outside of the Legal 500 badge, there are no outbound links to regulatory bodies, no specific attorney bios in the provided data, and no links to independent review platforms like Trustpilot or Google Reviews. The firm provides 2 specific addresses and a company registration number (SC664050), which serves as a baseline of existence but doesn't substantiate the 'Expert' performance claims.

COMMODITY FINGERPRINT

Detection of industry cliches/templates.

9

60% Reputation

The site uses several industry cliches from the dictionary, including 'fixed fee advice,' 'protecting your interests,' and 'expert legal support.' The value proposition 'the family-run firm where family comes first' is slightly more unique than the average 'results-driven' boilerplate, though still leans on common 'friendly' legal tropes. Boilerplate sections like 'What our clients say' and 'Make an enquiry' appear on every page, contributing to a template-heavy feel.

IDENTITY & AUTHORITY

Expert verifiability & Schema depth.

12

80% Reputation

DIAGNOSIS: AUTHORITY GAPS

Authority signals are high due to the comprehensive JSON-LD schema which includes sameAs links to Twitter, LinkedIn, Facebook, and notably, the Law Society of Scotland and Legal 500. Founders Fiona and Scott Rasmussen are named, though the site lacks a dedicated 'Our Team' page in the provided crawl to verify individual solicitor qualifications or SRA/Law Society registration numbers in the text. The technical implementation of schema is superior to most competitors, reducing BS in this pillar.

EVIDENCE: PERFORMANCE VS. CLAIMS

The firm claims to be a 'Leading law firm' and 'Highly Rated,' but provides zero named case studies or specific outcome metrics (e.g., 'saved £X in tax' or 'resolved X divorces via mediation'). The tone is heavily reliant on 'trust' and 'years of experience' as proxies for performance. For a firm claiming to be a leader for 100 years, the lack of a 'Results' or 'Case Studies' page in the top-level navigation creates a substance gap.

[See how to improve >](#)

INDUSTRY MATCH & SCORE SUMMARY

Legal Services & Law Firms Reputation: Gibson Kerr Limited

Reputation: 63 / 100

(www.gibsonkerr.co.uk)

INDUSTRY CLASSIFICATION

The site content perfectly matches the Legal Services & Law Firms category, specifically focusing on Scottish law (Edinburgh and Glasgow) across family, property, personal, and education sectors. The presence of specific Scottish legal terminology and regulatory references confirms a high-fidelity industry alignment.

"The score of 63 is low-moderate, indicating a credible site that leans on some marketing fluff. The Information Density (12) and Trust and Proof (12) pillars were the primary drivers of the score due to the lack of specific case metrics and external proof links. The score was kept from being higher by excellent technical schema and a highly consistent cross-page narrative."

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://www.gibsonkerr.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 21, 2026

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