

# AI Reputation Analysis and Signal Evaluation - Adaptainer

## BRAND AI REPUTATION

### Logistics, Transport & Shipping Reputation: Adaptainer (adaptainer.co.uk)

<https://adaptainer.co.uk>

Industry: Logistics, Transport & Shipping



## LOGISTICS, TRANSPORT & SHIPPING

### 54.8 Avg Reputation

Based on 449 businesses audited.

REPUTATION LEVEL

#### LOWER REPUTATION THAN AVERAGE

Adaptainer has 4.8 points less reputation than the average for Logistics, Transport & Shipping.

## EXPERT VERDICT

Adaptainer suffers from 'Credential Decay,' where genuine historical accomplishments like BoxPark are left to rot on stale pages while current marketing relies on empty placeholders and conflicting statistics. It is a business with a real skeleton of substance covered in a layer of poorly maintained marketing fluff. The 100,000-unit claim discrepancy is a critical failure in forensic consistency.

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## INFO DENSITY

Power-words vs. Substance ratio.

12

40% Reputation

The Information Density is compromised by 'Stat Ghosting,' where headings for 'Customer satisfaction score' and 'On-time delivery' are followed by blank placeholders (only a % sign). While the site mentions specific projects like BoxPark Croydon and Marseille Fashion Centre, the overall text is heavily saturated with repetitive value propositions regarding a 'FREE magnetic COB light.' The ratio of substance is high in product specifications (10ft/20ft/40ft) but fails in the performance metric sections where actual data is missing. Furthermore, phrases like 'Be In Safe Hands' and 'Better way to buy' represent significant heading fluff without specific deliverables.

## SEMANTIC COHERENCE

Homepage promise vs. Sub-page reality.

15

75% Reputation

There is a stark 33% statistical drift between the Homepage claim of 'OVER 300,000 CONTAINERS SOLD AND HIRED' and the Container Hire page H3 stating 'Over 200,000 containers supplied.' This 100,000-unit discrepancy creates a fundamental disconnect in the brand's primary scale signal. While the product hierarchy remains consistent across pages, the '99% On-Time' claim on the conversion page is contradicted by the empty placeholder on the homepage. This suggests that sub-pages are using legacy marketing figures that haven't been synchronized with homepage growth claims.

## TRUST & PROOF

Verifiable evidence vs. Trust Theatre.

8

40% Reputation

### DIAGNOSIS: TRUST THEATRE

The site utilizes trust theatre by displaying specific review counts (16 on homepage, 19 on hire page) while maintaining a proof\_links\_count of 0, meaning there is no path to verify these ratings. The 'Best Price Guarantee' and '5-year warranty' are bold claims with no external link to terms or independent price audits. Despite the trust\_theatre\_flag being true, the lack of third-party verification makes these metrics functionally unsubstantiated claims rather than proven facts.

### EVIDENCE: PROOF DENSITY

Proof density is high regarding physical asset descriptions (depots, container sizes, modifications) but low regarding operational excellence. There are zero outbound proof links to external validation, and the 100k-unit discrepancy between pages severely damages the credibility of the primary sales signal. The portfolio lists numerous specific project names such as Marseille Fashion Centre, but these lack linked deep-dives or dated completion metrics more recent than the 2019 schema entries.

## COMMODITY FINGERPRINT

Detection of industry cliches/templates.

9

60% Reputation

The site relies heavily on template fingerprints like 'Why Choose Us' and 'Contact Adaptainer' with standard industry jargon like 'flexible rental agreements' and 'direct source.' However, the inclusion of a specific, tangible free gift (magnetic COB light) and unique case studies like the 'Killing Eve torture chamber' prevents it from being a total commodity copy-paste job. The '5 reasons to hire' section is generic logistics filler that could apply to any container firm. The uniqueness score is boosted by the conversion portfolio, though the stale 2019 timestamps suggest this differentiation is historical rather than current.

## IDENTITY & AUTHORITY

Expert verifiability & Schema depth.

6

40% Reputation

### DIAGNOSIS: AUTHORITY GAPS

Authority is undermined by the total absence of named experts or leadership, relying instead on the collective noun 'skilled engineers.' Schema.org data is limited to basic Organization and WebPage types, lacking sameAs links to social proof or professional affiliations. The mention of 'Mrs Kaufmann' as a customer is the only individual name provided in a conversion blurb, leaving the company's internal expertise and leadership footprint entirely unverifiable.

### EVIDENCE: PERFORMANCE VS. CLAIMS

The site makes bold performance claims such as '99% On-Time Delivery' on sub-pages, yet fails to provide any data-backed case studies or real-time performance tracking to support this. On the homepage, performance metrics are left as empty UI placeholders, showing a % symbol with no value, which signals a disconnect between marketing intent and factual reporting. The 'Best Value Price Guarantee' lacks a methodology, relying on users to 'forward alternative quotes' rather than proving price leadership through transparent data.

[See how to improve >](#)

## INDUSTRY MATCH & SCORE SUMMARY

**Logistics, Transport & Shipping Reputation: Adaptainer (adaptainer.co.uk)**

**Reputation: 50 / 100**

### INDUSTRY CLASSIFICATION

The website perfectly matches the Logistics, Transport & Shipping industry with a specific focus on container sales, leasing, and modification. The presence of technical details like 10ft-45ft sizes and ISO standards confirms a deep alignment with the sector.

*"The BS score of 50 is driven by significant Information Density losses from placeholder statistics and Semantic Drift regarding total containers sold. Trust and Proof scores were penalized for the lack of verifiable third-party review links despite displaying specific review counts. Identity and Authority suffered due to stale portfolio data and a lack of named expertise or sameAs links in the structured data."*

### 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://adaptainer.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: June 21, 2026

**(c) 1EuroSEO Independent Evaluator - Non-Sponsored Result**