

# AI Reputation Analysis and Signal Evaluation - Australia Post

## BRAND AI REPUTATION

### Logistics, Transport & Shipping Reputation: Australia Post (auspost.com.au)

https://auspost.com.au

Industry: Logistics, Transport & Shipping



REPUTATION LEVEL

## LOGISTICS, TRANSPORT & SHIPPING

### 54.8 Avg Reputation

Based on 449 businesses audited.

#### HIGHER REPUTATION THAN AVERAGE

Australia Post has 30.2 points more reputation than the average for Logistics, Transport & Shipping.

## EXPERT VERDICT

This is a utility-heavy, low-BS platform that prioritizes service delivery over marketing theatre. It serves as a rare benchmark for how a large-scale logistics entity can provide complex regulatory information without drowning the user in 'innovative' or 'cutting-edge' jargon. The only friction is technical accessibility on certain sub-pages.

[See how to improve >](#)

## INFO DENSITY

Power-words vs. Substance ratio.

22

73% Reputation

The site exhibits high substance, particularly on technical sub-pages like International Customs, which provides granular detail on CN23 customs forms and export declarations. While the homepage H1 'Connection matters' is high-order fluff, it is immediately supported by H3 headings that function as a functional index of utility (e.g., 'Parcel Lockers', 'Electronic Advance Data (EAD)'). The ratio of power words to specific nouns is low, with the body text containing specific technical instructions rather than generic marketing platitudes.

## SEMANTIC COHERENCE

Homepage promise vs. Sub-page reality.

20

100% Reputation

There is virtually zero semantic drift between the homepage signal and sub-page substance. The homepage promises 'Personal, Business, Enterprise & Government solutions' and the sub-pages deliver the exact technical infrastructure required for those segments, such as the '2026 eCommerce Report' and detailed international shipping guidelines. The technical hierarchy is consistent, moving from broad service categories on the homepage to specific regulatory requirements on sub-pages without identity shifts.

## TRUST & PROOF

Verifiable evidence vs. Trust Theatre.

17

85% Reputation

### DIAGNOSIS: TRUST THEATRE

Trust theatre is minimal, though the 'Shop' page displays a review\_count of 3 without external verification links (proof\_links\_count: 0), and the homepage mentions 'award-winning travel insurance' without specifying the award body or year on that specific page. However, the site compensates with high-authority outbound links to the European Commission and the Department of Foreign Affairs and Trade for regulatory verification.

### EVIDENCE: PROOF DENSITY

Verifiable evidence is significantly higher than vague assertions, with a proof density characterized by specific PDF guides (e.g., 'Prohibited and Restricted item list', 'Wine Export Declaration Form') and technical walkthroughs. Across the 6 pages, there are multiple technical specifications regarding weight limits (e.g., 'Parcels up to 20kg') and specific international zones. The ratio of fluff to technical specification is approximately 1:10 on sub-pages.

## COMMODITY FINGERPRINT

Detection of industry cliches/templates.

12

80% Reputation

The value proposition is inherently unique as the national postal service, though it does use minor template language like 'Quick links' and 'Read our blogs'. Matches for industry\_jargon (e.g., 'real-time tracking', 'customs brokerage') are used in a technical, non-marketing context, which exempts them from typical commodity penalties. The technical specificity regarding 'HS tariff numbers' prevents the content from being copy-pasteable onto a generic competitor's site.

## IDENTITY & AUTHORITY

Expert verifiability & Schema depth.

14

93% Reputation

### DIAGNOSIS: AUTHORITY GAPS

The site has a robust digital footprint and identity, supported by comprehensive Organization and WebSite schema. It successfully identifies a named authority (Jordan Berke, Founder and CEO Tomorrow) in the context of the 2026 eCommerce report, providing high credibility. A minor authority gap exists in the technical implementation, where some shop-related sub-pages (Slot 2, 3, 4) failed to render content due to strict JS/Cookie requirements, suggesting a technical barrier between the brand and the user.

### EVIDENCE: PERFORMANCE VS. CLAIMS

The site generally avoids bold, unsubstantiated performance claims, preferring a utility-first tone. The claim of 'award-winning travel insurance' is the only notable instance of a performance claim lacking immediate forensic evidence or a link to a specific press release or third-party validation. Most other claims involve service availability or regulatory compliance, which are proved by the tools provided on the site (e.g., 'Calculate postage').

[See how to improve >](#)

## INDUSTRY MATCH & SCORE SUMMARY

### Logistics, Transport & Shipping Reputation: Australia Post (auspost.com.au)

Reputation: 85 / 100

#### INDUSTRY CLASSIFICATION

The site is an exact match for the Logistics, Transport & Shipping category, offering a comprehensive suite of services from last-mile delivery to complex international customs brokerage. The presence of technical documentation regarding HS tariff numbers and TARIC commodity codes confirms the business operates at a high level of operational maturity within the industry.

*"The score of 85 is driven primarily by the high Information Density and total lack of Semantic Drift. Minor penalties were applied in Trust and Proof for unlinked awards and in Information Density for the failed crawl of three shop sub-pages, which reduced the available substance in the provided data set. Overall, the site is a model of transparency and technical utility."*

#### 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://auspost.com.au> 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 17, 2026

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