

# AI Reputation Analysis and Signal Evaluation - Toun Taxis

## BRAND AI REPUTATION

### Logistics, Transport & Shipping Reputation: Toun Taxis (www.toun-taxis.co.uk)

https://www.toun-taxis.co.uk

Industry: Logistics, Transport & Shipping



## LOGISTICS, TRANSPORT & SHIPPING

### 54.8 Avg Reputation

Based on 449 businesses audited.

REPUTATION LEVEL

#### LOWER REPUTATION THAN AVERAGE

Toun Taxis has 6.8 points less reputation than the average for Logistics, Transport & Shipping.

## EXPERT VERDICT

This is a digital brochure that prioritizes local SEO keywords over actual business substance. While it effectively lists 'where' it operates, it fails to prove 'how well' it operates, making its claims of being 'the most reliable' purely speculative marketing.

[See how to improve >](#)

## INFO DENSITY

Power-words vs. Substance ratio.

15

50% Reputation

The site suffers from high concept repetition, notably the phrase 'A Comfortable Journey from A to B' which appears as a H2 heading on every single page. While it provides high-density geographic data (listing 21 specific areas served like 'Wallyford' and 'Pencaitland'), the service descriptions rely on fluff power words such as 'first-class,' 'vastly experienced,' and 'unscrupulous' (used to describe competitors). The ratio of substance is saved only by the granular list of airports and local towns.

## SEMANTIC COHERENCE

Homepage promise vs. Sub-page reality.

15

75% Reputation

There is very little semantic drift between the homepage signal and sub-page substance. The homepage promises 'The Most Reliable and Low-Cost Taxi Services' and the sub-pages deliver specific details on how those services are partitioned (Golf, Airport, Nights Out). However, the 'Low-Cost' claim on the homepage is never substantiated with actual pricing or a tariff table on any sub-page.

## TRUST & PROOF

Verifiable evidence vs. Trust Theatre.

11

55% Reputation

### DIAGNOSIS: TRUST THEATRE

The site exhibits minor trust theatre; it mentions being 'police and council vetted' and 'verified,' but provides zero proof links, badges, or license numbers to verify these claims. With a review\_count of only 2 and a proof\_links\_count of 1 across the dataset, the 'trusted' and 'reliable' assertions are based on the company's own word rather than external validation.

### EVIDENCE: PROOF DENSITY

Specific proof is low, limited to a list of four airports (Edinburgh, Glasgow, Newcastle, Prestwick) and a fleet description of 4-seat and 7-seat vehicles. Most other content consists of vague assertions about 'relaxing journeys' and 'no need to be cramped,' which lack measurable evidence or customer-specific outcomes.

## COMMODITY FINGERPRINT

Detection of industry cliches/templates.

5

33% Reputation

The value proposition is a pure commodity fingerprint; phrases like 'safe and secure,' 'travel in comfort,' and 'not just a trip to the local' are interchangeable with any taxi firm in the UK. The 'Why Choose Us' logic is absent of unique selling points, relying instead on template language about 'experienced drivers' and 'latest technology' without specifying what that technology is (e.g., a specific booking app or GPS system).

## IDENTITY & AUTHORITY

Expert verifiability & Schema depth.

2

13% Reputation

### DIAGNOSIS: AUTHORITY GAPS

There is a total absence of named authority; no founders, managers, or drivers are identified by name or connected via Person schema. Technically, the site is poorly optimized with an empty h1 tag on every page, indicating a disconnect between its claim of using 'the latest technology' and its actual digital implementation.

### EVIDENCE: PERFORMANCE VS. CLAIMS

The site claims to be the 'Most Reliable' and 'Low-Cost' service in Musselburgh, yet it provides no data on on-time performance rates or a single example of a fare price. The claim of 12 years in operation is the only concrete authority signal, yet it remains an unlinked assertion without a 'since 2014' anchor or company registration number.

[See how to improve >](#)

## INDUSTRY MATCH & SCORE SUMMARY

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### Logistics, Transport & Shipping Reputation: Toun Taxis

Reputation: 48 / 100

([www.toun-taxis.co.uk](http://www.toun-taxis.co.uk))

#### INDUSTRY CLASSIFICATION

The site represents a local minicab and taxi service, which fits the Transport and Logistics category. Its content focuses on passenger transport, airport transfers, and golf-specific logistics in the East Lothian area.

*"The score is driven primarily by the technical failure of the heading hierarchy (Identity and Authority) and the lack of verifiable pricing or vetting evidence (Trust and Proof). It avoids a higher score because it does not use aggressive 'enterprise' jargon and remains grounded in its local geographic context."*

#### 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.toun-taxis.co.uk> to view the most current version of its content and see directly what this company is about and what it offers.

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Verified Analysis Date: May 21, 2026

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