

# AI Reputation Analysis and Signal Evaluation - Advertising Standards Authority (ASA) | Committee of Advertising Practice (CAP)

## BRAND AI REPUTATION

Marketing, SEO & Advertising Agencies Reputation: Advertising Standards Authority (ASA) | Committee of Advertising Practice (CAP) ([www.asa.org.uk](http://www.asa.org.uk))

<https://www.asa.org.uk>

Industry: Marketing, SEO & Advertising Agencies



## MARKETING, SEO & ADVERTISING AGENCIES

**54.8 Avg Reputation**

Based on 1835 businesses audited.

REPUTATION LEVEL

### HIGHER REPUTATION THAN AVERAGE

Advertising Standards Authority (ASA) | Committee of Advertising Practice (CAP) has 40.2 points more reputation than the average for Marketing, SEO & Advertising Agencies.

## EXPERT VERDICT

This site is the forensic standard for substance over signal. It does not sell; it enforces, making it the most 'BS-free' entity in the provided industry category.

[See how to improve >](#)

## INFO DENSITY

Power-words vs. Substance ratio.

**29**

97% Reputation

The body substance ratio is exceptionally high, with H4 headings like 'Boots UK Ltd t/a boots.com' and 'Perrin Et Fils SAS t/a La Vieille Ferme' leading directly to specific regulatory outcomes. Only a tiny fraction of heading text uses power words like 'evolving' or 'transforming' [H1], and these are immediately grounded by mentions of 'AI-powered monitoring' and the '2025 annual report.' Specificity is maintained throughout with exact dates (20 May 2026) and named entities.

## SEMANTIC COHERENCE

Homepage promise vs. Sub-page reality.

20

100% Reputation

There is no drift between the homepage signal and sub-page substance. The homepage H1 'How ad regulation is evolving' is perfectly supported by the Rulings page, which provides a granular database of recent enforcement. Messaging remains consistent across all 6 slots, maintaining a focus on regulation, advice, and industry codes without shifting audience or value proposition.

## TRUST & PROOF

Verifiable evidence vs. Trust Theatre.

20

100% Reputation

### DIAGNOSIS: TRUST THEATRE

The site avoids trust theatre patterns entirely. While the crawler detected a review\_count of 7 on the homepage, these are likely counts of recent rulings or advice items rather than marketing testimonials; the site does not use generic 'Trusted by X' badges or unverified 5-star graphics. Proof links count is low but the content itself serves as a public record, providing primary source evidence for all regulatory claims.

### EVIDENCE: PROOF DENSITY

The ratio of verifiable evidence to assertions is high. For every regulatory assertion, there is a corresponding 'Published ruling' or 'AdviceOnline' article. The presence of 8 specific rulings from 20 May 2026 across the sub-pages constitutes a massive evidence base that dwarfs any minor marketing-style headings.

## COMMODITY FINGERPRINT

Detection of industry cliches/templates.

15

100% Reputation

The site contains zero matches for industry clichés like 'ROI-driven' or 'growth hacking.' The value proposition is entirely unique and cannot be copy-pasted; it is the official source of the Advertising Codes. Template language is non-existent, as sections like 'Our Newsletters' and 'Issues and topics' contain specific functional information rather than boilerplate marketing scripts.

## IDENTITY & AUTHORITY

Expert verifiability & Schema depth.

11

73% Reputation

### DIAGNOSIS: AUTHORITY GAPS

The primary authority gap is technical rather than semantic. The schema\_json is null across all pages, which represents a technical credibility gap for an organization claiming to monitor modern advertising. While authorities like Tim Duffy and Jenny Biggam are named, they lack accompanying Person schema or sameAs links to verify their digital footprint within the structured data.

### EVIDENCE: PERFORMANCE VS. CLAIMS

There is no disconnect because the site does not make performance claims in a marketing sense; it reports historical actions. Every claim about an ad being 'Upheld' or 'Upheld in Part' is supported by a detailed case summary. The marketing tone is replaced by a formal regulatory tone, which demonstrates high credibility.

[See how to improve >](#)

## INDUSTRY MATCH & SCORE SUMMARY

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**Marketing, SEO & Advertising Agencies Reputation: Advertising Standards Authority (ASA) | Committee of Advertising Practice (CAP)**

**Reputation: 95 / 100**

INDUSTRY CLASSIFICATION

([www.asa.org.uk](https://www.asa.org.uk))

The site is identified in the crawl as part of the Marketing and Advertising sector, but specifically functions as the UK's independent regulator. It provides the antithesis of agency marketing fluff by documenting enforcement actions and providing technical compliance advice for the industry.

*"The score of 95 is driven almost entirely by the technical absence of structured data (4 points) and a single marginally vague H1 on the homepage (1 point). The site is otherwise a model of high-density, substantive content."*

### 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.asa.org.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

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