

AI Reputation Analysis and Signal Evaluation - Clooti

BRAND AI REPUTATION

Marketing, SEO & Advertising Agencies Reputation: Clooti (www.clooti.co.uk)

http://www.clooti.co.uk

Industry: Marketing, SEO & Advertising Agencies



MARKETING, SEO & ADVERTISING AGENCIES

54.8 Avg Reputation

Based on 1834 businesses audited.

REPUTATION LEVEL

HIGHER REPUTATION THAN AVERAGE

Clooti has 22.2 points more reputation than the average for Marketing, SEO & Advertising Agencies.

EXPERT VERDICT

Clooti is a rare example of a 'Low BS' agency that prioritizes transparent service descriptions over marketing jargon. While the technical proof paths (links and schema) are underdeveloped, the forensic text evidence suggests a legitimate, long-standing boutique operation.

[See how to improve >](#)

INFO DENSITY

Power-words vs. Substance ratio.

26

87% Reputation

The site maintains a high substance-to-fluff ratio. Headings like H2 Website design and consultancy services and H2 Services are functional rather than hyperbolic. The body text contains specific nouns including CMS platforms like Wix, Squarespace, Shopify, and Big Cartel, and lists a diverse, named client base such as Scot-ART and The Bongo Club, rather than relying on industry power words like disruptive or game-changing.

SEMANTIC COHERENCE

Homepage promise vs. Sub-page reality.

18

90% Reputation

There is virtually zero semantic drift between the homepage signal and sub-page substance. The homepage promise of working with artists and charities is meticulously supported by the Work and Testimonials pages, which list specific entities like Mary Paulson-Ellis (writer) and Moyna Flannigan (artist). The positioning remains consistent throughout the crawl, focusing on usable, accessible design.

TRUST & PROOF

Verifiable evidence vs. Trust Theatre.

11

55% Reputation

DIAGNOSIS: TRUST THEATRE

While the site displays a high review_count of 28 on the Testimonials page, it suffers from trust theatre as the proof_links_count is 0 across all surveyed pages. Claims such as 'Airport Transfers Falkirk... bookings now account for 90% of my business' and 'got my business website up to top of Google' are attributed to named individuals but lack external verification links or dated performance data, making them technically unsubstantiated on-site.

EVIDENCE: PROOF DENSITY

The ratio of evidence is high relative to the site's size, with over 20 named client projects listed on the Work page. However, the verifiable proof density is weakened by the lack of outbound links to the live sites or case studies with specific 'before and after' metrics, relying instead on long-form text testimonials.

COMMODITY FINGERPRINT

Detection of industry clichés/templates.

12

80% Reputation

The site avoids most industry clichés, though it uses the term bespoke. It lacks the typical corporate boilerplate found in larger agencies; phrases like 'Clooti is the booty' and the specific mention of their origin in 'Fine Art, Design, Film and TV' provide a unique identity that could not be easily copy-pasted onto a competitor. The commodity fingerprint is low due to this strong personal branding.

IDENTITY & AUTHORITY

Expert verifiability & Schema depth.

10

67% Reputation

DIAGNOSIS: AUTHORITY GAPS

Founders Elaine Brown and Rachael Pollitt are named and their professional history is detailed on the About page, but there is an authority gap in the structured data. The schema_json contains Organization data but lacks Person schema or sameAs links to external professional profiles (LinkedIn, portfolio) for the founders, leaving their expertise unverifiable through automated trust signals.

EVIDENCE: PERFORMANCE VS. CLAIMS

The disconnect is minimal, as the site does not make the 'guaranteed ROI' or 'millions managed' claims typical of high-BS agencies. However, the claim that 'the work Clooti put in on my search engine optimisation has been highly effective' lacks a specific date or metric baseline, making it a qualitative rather than quantitative proof point.

[See how to improve >](#)

INDUSTRY MATCH & SCORE SUMMARY

Marketing, SEO & Advertising Agencies Reputation: Clooti
(www.clooti.co.uk)

Reputation: 77 / 100

INDUSTRY CLASSIFICATION

The site content perfectly aligns with the Marketing, SEO & Advertising Agencies category, specifically focusing on bespoke web design, accessibility, and maintenance. The client portfolio, emphasizing artists, charities, and small businesses, confirms a niche agency positioning rather than a generic marketing firm.

"The score of 77 is driven primarily by Trust and Proof (9/20) due to the lack of external verification links for testimonials. The Identity and Authority pillar (5/15) also contributed due to the missing Person schema and H1 tags. The site scored exceptionally well in Semantic Coherence and Information Density, reflecting high honesty and clarity."

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 <http://www.clooti.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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