

# AI Reputation Analysis and Signal Evaluation - Crystal Data LTD

## BRAND AI REPUTATION

### Marketing, SEO & Advertising Agencies Reputation: Crystal Data LTD (www.crystaldata.uk)

<https://www.crystaldata.uk>

Industry: Marketing, SEO & Advertising Agencies



REPUTATION LEVEL

## MARKETING, SEO & ADVERTISING AGENCIES

### 54.8 Avg Reputation

Based on 1834 businesses audited.

#### LOWER REPUTATION THAN AVERAGE

Crystal Data LTD has 27.8 points less reputation than the average for Marketing, SEO & Advertising Agencies.

## EXPERT VERDICT

Crystal Data presents a textbook case of a generic agency facade where industry definitions are used to fill the space normally occupied by technical evidence. The high BS score is driven by the total absence of technical schema, the use of unverified self-hosted reviews, and a 'trailblazer' narrative that is contradicted by template-level content. It is a 'Trust Theatre' production with no verifiable backstage evidence or technical depth.

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## INFO DENSITY

Power-words vs. Substance ratio.

7

23% Reputation

The site suffers from high fluff saturation in headings such as 'THERE IS ONLY ONE CRYSTAL DATA' and 'Our Winning Strategy' which lack any specific nouns, metrics, or outcomes. Body text frequently uses space-filling definitions, such as explaining that lead generation is the process of attracting customers on the lead-generation.html page, rather than detailing proprietary tactics or specific tech stacks. Specific evidence is limited to two named testimonials, while the rest of the text relies on generic power words like 'unparalleled,' 'excellence,' and 'symphony of talent.' Across the four analyzed pages, there are zero instances of exact revenue numbers, dated campaign results, or technical specifications.

## SEMANTIC COHERENCE

Homepage promise vs. Sub-page reality.

13

65% Reputation

The homepage [H4] 'ABOUT US' claims the company is a 'trailblazer in the UK marketing landscape' with a 'rich legacy,' but the sub-pages fail to provide any evidence of this history, such as a founding date or specific client list. The 'Strategy' section on the homepage is entirely abstract ('starts with your dream'), which drifts into generic commodity descriptions of B2B lead generation on sub-pages. There is a visible disconnect between the 'Symphony of talent' claim and the lack of specific expert bios, certifications, or past career highlights for the named team members. The homepage positioning of being a 'One Stop Shop' is undermined by sub-pages that offer standard, fragmented lead capture and mail services common to many low-tier resellers.

## TRUST & PROOF

Verifiable evidence vs. Trust Theatre.

1

5% Reputation

### DIAGNOSIS: TRUST THEATRE

The site exhibits high trust theatre, specifically on the Data Services page where it displays a 4.8/5.0 rating and testimonial text without any proof\_links\_count to a third-party aggregator like Trustpilot, Clutch, or Google Reviews. Testimonials from Luke Richecoeur and David Thomson are present but lack verifiable company details or external links, and the trust\_theatre\_flag is true across all analyzed pages while the proof\_links\_count remains at zero. This suggests that the reviews are self-hosted and cannot be verified for authenticity.

### EVIDENCE: PROOF DENSITY

The ratio of verifiable proof to assertions is extremely low; there are zero links to external case studies or verified partner directories. Out of four analyzed pages, there are only two named testimonials against dozens of vague assertions like 'rich legacy' and 'proven track record.' No specific lead volume, ROI percentages, or database size numbers are provided in the clean text to ground the company's claims in reality.

## COMMODITY FINGERPRINT

Detection of industry cliches/templates.

4

27% Reputation

The site heavily uses template fingerprints including 'About Us,' 'Meet the Team,' and 'Our Strategy' without customizing the body text with unique insights; the content could be pasted onto any competitor site and remain functional. Industry jargon matches from patterns\_json like 'data-driven approach,' 'measurable results,' and 'targeted marketing' appear in H5 tags without any accompanying technical data points to justify them. The value proposition of 'listening attentively' and 'assembling a team' is a standard agency cliché that lacks specific positioning for any niche or specialized industry.

## IDENTITY & AUTHORITY

Expert verifiability & Schema depth.

2

13% Reputation

### DIAGNOSIS: AUTHORITY GAPS

There is a complete absence of JSON-LD schema across all pages, which represents a major technical credibility gap for a company positioning itself as a data-driven authority. Directors Jo Drury and Julian McFee are named but lack Person schema or sameAs links to LinkedIn profiles, making their claimed 'decades of industry experience' unverifiable in a digital context. Furthermore, the total absence of H1 tags on the homepage and sub-pages indicates a lack of basic technical standards usually expected from a professional marketing agency.

### EVIDENCE: PERFORMANCE VS. CLAIMS

Marketing claims like 'delivering excellence' and 'unparalleled service' are presented as facts but are unsupported by any raw data, case study metrics, or named client logos. The site mentions 'transparent reporting' on the Lead Generation page but provides no sample reports or specific KPIs they track for clients. The claim of being 'head and shoulders above anyone else' in the Luke Richecoeur testimonial is a high-performance assertion with no baseline, specific campaign timeframe, or comparative metrics provided.

[See how to improve >](#)

## INDUSTRY MATCH & SCORE SUMMARY

**Marketing, SEO & Advertising Agencies Reputation: Crystal Data LTD**  
([www.crystaldata.uk](http://www.crystaldata.uk))

**Reputation: 27 / 100**

### INDUSTRY CLASSIFICATION

The site aligns with the Marketing and Lead Generation category, focusing on data supply and B2B/B2C outreach. However, the execution is functionally shallow, focusing more on defining common industry terms than demonstrating technical methodology or proprietary innovation.

*"The score of 27 is primarily driven by the Trust and Proof pillar (19/20) and Information Density (23/30). The total lack of external verification links combined with a high volume of generic marketing jargon creates a significant gap between the 'trailblazer' signal and actual content substance. Missing technical infrastructure like schema and proper heading tags further penalizes the Identity and Authority pillar."*

### 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.crystaldata.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 25, 2026

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