

AI Reputation Analysis and Signal Evaluation - Antiques.co.uk

BRAND AI REPUTATION

Marketplaces & Classifieds Platforms Reputation: Antiques.co.uk (www.antiques.co.uk)

http://www.antiques.co.uk

Industry: Marketplaces & Classifieds Platforms



REPUTATION LEVEL

MARKETPLACES & CLASSIFIEDS PLATFORMS

52.8 Avg Reputation

Based on 225 businesses audited.

HIGHER REPUTATION THAN AVERAGE

Antiques.co.uk has 4.2 points more reputation than the average for Marketplaces & Classifieds Platforms.

EXPERT VERDICT

Antiques.co.uk is a high-substance inventory database wrapped in a low-trust technical shell. While the items for sale are real and described with granular detail, the platform itself is a legal ghost ship that disclaims all responsibility for the very safety it implies. It is a functional directory, but its lack of verified reviews and presence of 'test' data signals a platform that is being maintained on autopilot.

[See how to improve >](#)

INFO DENSITY

Power-words vs. Substance ratio.

22

73% Reputation

The site exhibits high information density regarding product listings, featuring specific nouns and numbers such as 'Christopher Saxton hand-coloured map' and '35.2 cm wide'. However, the non-inventory pages are sparse, particularly the homepage which contains only 326 characters and serves primarily as a newsletter gate. Body substance is high in the categories (Maps, Advertising, African) but the repetition of the H3 'featured item' across every page reduces the overall signal-to-noise ratio. The specificity of item provenance and seller locations like 'Chesterfield, United Kingdom' provides genuine substance that counters the generic marketing surrounding it.

SEMANTIC COHERENCE

Homepage promise vs. Sub-page reality.

15

75% Reputation

There is a significant disconnect between the professional marketplace signal and the legal reality found in the Terms and Conditions. While the meta titles and H1s promise a platform for 'buying and selling', Section 8 of the Terms explicitly states the company has 'no contractual involvement' and 'will not screen the parties or goods', placing all risk on the user. This 'disclaimer drift' creates a gap between the site's trusted aesthetic and its actual service obligations. Additionally, 'test item900' appearing in the African antiques category suggests a drift from professional maintenance to unmoderated database entries.

TRUST & PROOF

Verifiable evidence vs. Trust Theatre.

10

50% Reputation

DIAGNOSIS: TRUST THEATRE

The site presents a review_count of 8 on the Registration page without any corresponding proof_links to a third-party verification platform like Trustpilot or Google Reviews. The proof_links_count of 2 on several pages refers to social media icons (Facebook and YouTube) rather than external validation of service quality. This creates a trust theatre effect where numbers are cited to imply reliability, but the path to verify those claims is missing. The presence of 'test' items further undermines the platform's claim of being a curated and secure trading environment.

EVIDENCE: PROOF DENSITY

The proof density is high for individual items but zero for the platform's overall performance. Verifiable evidence exists for individual objects (prices, dimensions, seller names), but there are zero metrics regarding transaction volume, successful sales, or user satisfaction. The site offers two social proof paths (Facebook/YouTube), which are aging and do not link to specific customer success stories or verified transaction logs.

COMMODITY FINGERPRINT

Detection of industry cliches/templates.

6

40% Reputation

The site relies heavily on boilerplate industry cliches such as 'the easiest way to buy and sell' and 'join us today to open a free selling account'. The layout follows a classic 2010s directory template with repeating 'featured item' and 'Translate page' blocks that lack unique value propositions. The Pay As You Go and No Commission claims are standard for the peer-to-peer marketplace sector, making the platform's messaging easily copy-pasted onto any competitor. The template language is particularly evident in the H3 headers, which are identical across the maps, advertising, and african category pages.

IDENTITY & AUTHORITY

Expert verifiability & Schema depth.

4

27% Reputation

DIAGNOSIS: AUTHORITY GAPS

While the site mentions 'Iain Brunt' and 'Antiques Magazine' in image alt-text, there is a total lack of structured Person schema to establish individual expertise or authority. The Organization schema is generic and lacks sameAs links to external social profiles or regulatory filings, which is a major gap for a site handling financial transactions. The technical implementation is sloppy, featuring H3 tags that appear before the H1 in the document flow, and the presence of 'test' listings in the live production database severely damages the site's authority as a premium antiques destination.

EVIDENCE: PERFORMANCE VS. CLAIMS

The platform claims to offer an 'exciting and convenient way to buy and sell' yet admits in its terms that it provides no dispute resolution or content moderation. The discrepancy between the meta description's 'Choose from 1000' and the actual listing count on sub-pages (some showing as few as 6 results) suggests a scale-claim disconnect. The 'verified' feeling of the site is an illusion, as the legal fine print disclaims all responsibility for the 'accuracy, legality, reliability or validity' of any images or descriptions provided by third parties.

[See how to improve >](#)

INDUSTRY MATCH & SCORE SUMMARY

Marketplaces & Classifieds Platforms Reputation: Antiques.co.uk
(www.antiques.co.uk)

Reputation: 57 / 100

INDUSTRY CLASSIFICATION

The site perfectly aligns with the Marketplaces and Classifieds category, functioning as a multi-seller directory for antique dealers and private collectors. The content across category pages confirms this by displaying distinct items with pricing, seller locations, and inquiry options.

"The score of 57 reflects a site that provides high substance in its product data (preventing a higher BS score) but fails significantly in trust and authority pillars. The technical sloppiness (test data) and the deep disconnect between marketing promises and legal disclaimers are the primary drivers of the BS score."

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.antiques.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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