

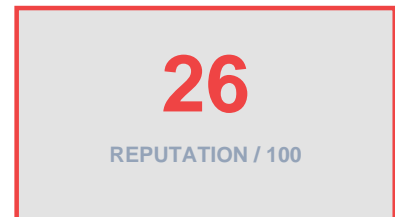
# AI Reputation Analysis and Signal Evaluation - FloristsBook.co.uk

## BRAND AI REPUTATION

Marketplaces & Classifieds Platforms  
Reputation: FloristsBook.co.uk  
(www.floristsbook.co.uk)

<http://www.floristsbook.co.uk>

Industry: Marketplaces & Classifieds Platforms



## MARKETPLACES & CLASSIFIEDS PLATFORMS

**52.8 Avg Reputation**

Based on 225 businesses audited.

REPUTATION LEVEL

### LOWER REPUTATION THAN AVERAGE

FloristsBook.co.uk has 26.8 points less reputation than the average for Marketplaces & Classifieds Platforms.

## EXPERT VERDICT

FloristsBook.co.uk is a low-moderation directory template that has failed to maintain its niche-specific integrity, evidenced by the inclusion of hair transplant clinics in a flower directory. It relies on unverified 'Trust Theatre' and stale 2022 data to project platform activity that the current metrics do not support. The gap between its 'cutting-edge' marketing claims and the 'insufficient' reality of its core pages indicates a high-BS commodity platform.

[See how to improve >](#)

## INFO DENSITY

Power-words vs. Substance ratio.

**13**

43% Reputation

The site suffers from a high ratio of heading fluff, with H5 tags like 'Free Lifetime Promotion,' 'Professional Look,' and 'Many Other Features' offering zero specific detail. While the site provides some substance via raw counters (2144 Businesses, 107 Quotes), the body text is largely comprised of repetitive value propositions and generic location lists. Body passages such as 'Grow your business with the help of experts' lack any mention of who these experts are or what 'cutting edge marketing tools' are actually provided.

## SEMANTIC COHERENCE

Homepage promise vs. Sub-page reality.

6

30% Reputation

There is severe drift between the H1 'Find a UK Florist' and the actual directory content, which includes hair transplant clinics in the 'Recent Businesses' section. Furthermore, the site promises 'Free Quotes and Leads' as a core value, yet the 'Get a Quote' page is essentially empty with only 161 characters of text and no instructions. The 'Latest Quotes' section prominently features a wedding flower request from '27 August 2022,' which is nearly 45 months stale relative to the May 2026 system date, contradicting the 'Latest' signal.

## TRUST & PROOF

Verifiable evidence vs. Trust Theatre.

2

10% Reputation

### DIAGNOSIS: TRUST THEATRE

The site exhibits high trust theatre; the homepage claims 20 reviews and the 'trust\_theatre\_flag' is true, yet there are 0 proof links to external verification sources. Review counts on sub-pages drop to 1 or 0, suggesting the homepage figure is an unverified aggregate or placeholder. Claims that quotes are 'checked out precisely manually' are undermined by the inclusion of irrelevant medical listings in a floral directory.

### EVIDENCE: PROOF DENSITY

The proof-to-claim ratio is extremely low. For every specific metric (like the business count), there are multiple unverified claims such as 'Top Positions,' 'SEO optimised,' and 'Unbiased customer reviews.' With a total proof\_links\_count of 0 across all 6 pages, the site provides no external validation for its performance or the quality of its 2144 members.

## COMMODITY FINGERPRINT

Detection of industry cliches/templates.

2

13% Reputation

The site uses a boilerplate directory template identifiable by the 'How it works,' 'Choose Plan,' and 'Popular Locations' sections. The value proposition is entirely generic and could be applied to any service directory (e.g., 'Be seen by potential customers and get started on your path to success'). The FAQ section contains purely operational boilerplate about 'How do I add a business listing' rather than industry-specific information.

## IDENTITY & AUTHORITY

Expert verifiability & Schema depth.

3

20% Reputation

### DIAGNOSIS: AUTHORITY GAPS

The site references a 'team of professional editors' (H5) but provides no names, bios, or Person schema to verify their existence. The Organization schema is basic and lacks 'sameAs' links to established social media profiles or third-party authority signals. There is a notable technical credibility gap where primary conversion pages like 'Signup' and 'Get a Quote' are flagged as 'insufficient' due to a lack of functional content.

### EVIDENCE: PERFORMANCE VS. CLAIMS

The platform claims to provide 'thousands of potential customers who use the directory each month,' yet its own internal counter shows only 107 total quotes processed. This equates to approximately 0.05 quotes per listed business, contradicting the claim of 'regular demand for your services.' The blog posts are dated 2026, but the 'Latest Quotes' are from 2022, indicating a disconnect between marketing updates and actual platform activity.

See how to improve >

## INDUSTRY MATCH & SCORE SUMMARY

---

**Marketplaces & Classifieds Platforms Reputation: FloristsBook.co.uk**

**Reputation: 26 / 100**

**(www.floristsbook.co.uk)**

### INDUSTRY CLASSIFICATION

The site aligns with the Marketplaces & Classifieds Platforms category, specifically acting as a two-sided directory for floristry services. However, the presence of non-industry listings like 'Capital Hair Restoration - Hair Transplant' on the 'Offices' page suggests a failure in niche curation and marketplace moderation.

*"The score of 26 is primarily driven by Trust and Proof failures (18/20) and Semantic Coherence gaps (14/20). The presence of medical listings in a floral directory and the 4-year-old 'Latest Quotes' are the strongest indicators of substance-signal disconnect."*

### 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.floristsbook.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 22, 2026

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