

# AI Reputation Analysis and Signal Evaluation - Swapz

## BRAND AI REPUTATION

### Marketplaces & Classifieds Platforms Reputation: Swapz (swapz.co.uk)

https://swapz.co.uk

Industry: Marketplaces & Classifieds Platforms



## MARKETPLACES & CLASSIFIEDS PLATFORMS

### 52.8 Avg Reputation

Based on 225 businesses audited.

REPUTATION LEVEL

#### HIGHER REPUTATION THAN AVERAGE

Swapz has 0.2 points more reputation than the average for Marketplaces & Classifieds Platforms.

## EXPERT VERDICT

Swapz is a digital fossil? a functional marketplace that has retained its 2009 marketing strategy and editorial content into 2026. While the user listings prove the site is still alive, the brand's 'established' status has curdled into stagnation, making its claims of being a 'leading' authority feel like historical roleplay rather than current market reality.

[See how to improve >](#)

## INFO DENSITY

Power-words vs. Substance ratio.

22

73% Reputation

Information density is bifurcated between high-substance user listings and low-substance marketing fluff. Headings such as [H1] Recent listings and [H1] Popular Categories lead directly to concrete data, but the body text in the [H2] Welcome to Swapz section is saturated with generic filler such as 'choices are all yours' and 'something you just can't live without'. The site successfully avoids heading fluff by using descriptive nouns, but fails on substance by repeating the 'free' and 'biggest' claims without additional context.

## SEMANTIC COHERENCE

Homepage promise vs. Sub-page reality.

16

80% Reputation

The homepage H1 and hero text promise the 'UK's biggest, most established' marketplace, yet the semantic signal weakens upon deeper inspection. While the automotive category shows significant volume (77,697 listings), other categories are comparatively sparse, and the 'Top Swappers' leaderboard shows the most active users only completed 3 swaps in the current month. This suggests a disconnect between the 'biggest' branding and the actual transaction velocity visible on sub-pages.

## TRUST & PROOF

Verifiable evidence vs. Trust Theatre.

6

30% Reputation

### DIAGNOSIS: TRUST THEATRE

The site exhibits high Trust Theatre through archival neglect. It relies on 'Swapz interviews' as a primary proof path, yet every interview listed on the sub-page is dated March 2009?over 17 years prior to the current system date. Furthermore, the claim of being the 'UK's biggest' and having 'hundreds of thousands of listings' is presented without any third-party verification, audit links, or live-updating ticker to validate the count.

### EVIDENCE: PROOF DENSITY

Specific proof is present in the form of raw listing counts (e.g., 1,560 in PC & Video Gaming), but the 'Proof Density' is lowered by the age of the editorial evidence. The ratio of current, verifiable proof to stale or unsubstantiated claims is approximately 1:3. While the items listed are current (2025/2026 models), the site's own credibility documentation stopped being updated in the late 2000s.

## COMMODITY FINGERPRINT

Detection of industry cliches/templates.

7

47% Reputation

Swapz utilizes several industry clichés including 'the largest marketplace' (UK's biggest) and 'zero fees' (always FREE). The positioning is somewhat unique because it focuses on 'swapping' rather than just selling, which reduces its commodity score. However, the use of template sections like 'Popular Categories' and a generic 'Member login' block follow standard marketplace fingerprints with zero unique value added to those UI elements.

## IDENTITY & AUTHORITY

Expert verifiability & Schema depth.

2

13% Reputation

### DIAGNOSIS: AUTHORITY GAPS

There is a massive authority gap caused by the technical and content age of the site. There is no JSON-LD schema provided to establish the Organization's identity or expertise in 2026. The named authorities (e.g., Rockie22, Volly) are pseudonymous and lack any verifiable digital footprint or sameAs links, and their 'expert' testimony is nearly two decades old, rendering it irrelevant for a modern marketplace evaluation.

### EVIDENCE: PERFORMANCE VS. CLAIMS

The platform claims to be the 'UK's biggest' and 'most established', but the performance data it demonstrates is underwhelming. The 'Top Swappers' list shows a 'Month Swapz' count of only 3 for the top 10 users, which contradicts the 'hundreds of thousands of listings' and 'like-minded people nationwide' narrative. The marketing tone suggests a thriving, high-velocity hub, while the data suggests a low-activity legacy platform.

[See how to improve >](#)

## INDUSTRY MATCH & SCORE SUMMARY

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**Marketplaces & Classifieds Platforms Reputation: Swapz (swapz.co.uk)**

**Reputation: 53 / 100**

### INDUSTRY CLASSIFICATION

The content perfectly aligns with the peer-to-peer marketplace and classifieds industry. The presence of specific category counts (e.g., 77,697 in Automotive), user-generated listings for items like the 'VW Golf' and 'iPhone 17 Air', and a structured 'Top Swappers' community table confirms its primary function as a trading platform.

*"The score of 53 is driven by the severe temporal disconnect in the Trust and Authority pillars. While the site escapes an 'Extreme BS' rating because it provides actual, substantive listings and category counts, it loses significant points for presenting nearly 20-year-old interviews as current proof and for the lack of modern technical identity signals like schema."*

### 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://swapz.co.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: June 19, 2026

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