

AI Reputation Analysis and Signal Evaluation - Cambridgeshire Live

BRAND AI REPUTATION

Media, News & Publishing Reputation: Cambridgeshire Live (www.cambridge-news.co.uk)

<https://www.cambridge-news.co.uk>

Industry: Media, News & Publishing



MEDIA, NEWS & PUBLISHING

65.3 Avg Reputation

Based on 829 businesses audited.

REPUTATION LEVEL

HIGHER REPUTATION THAN AVERAGE

Cambridgeshire Live has 9.7 points more reputation than the average for Media, News & Publishing.

EXPERT VERDICT

Cambridgeshire Live is a substance-heavy regional utility providing high-fidelity local data, slightly undermined by its commoditized, template-driven user experience. It avoids typical business BS by anchoring its value in objective facts and named sources rather than generic growth promises. It is a functional news product that prioritizes data over fluff, despite its corporate-standard delivery.

[See how to improve >](#)

INFO DENSITY

Power-words vs. Substance ratio.

26

87% Reputation

Information density is exceptionally high in the news and traffic sections, featuring specific nouns and data such as '90mph along city centre road', 'Maria Cleminson', and 'A47'. Fluff headings are largely confined to the shopping and 'What's On' sections, where phrases like 'off the chart comfort' and 'show-stopping hanging basket' appear. The body substance ratio is favorable, with a high density of named entities and measurable facts (e.g., '1.7 million pensioners', '31 degrees'). Generic marketing language is minimal, restricted to the navigation and meta-descriptions.

SEMANTIC COHERENCE

Homepage promise vs. Sub-page reality.

18

90% Reputation

The homepage H1 and hero signal 'News, Sport and Events', which is precisely what the sub-pages deliver without deviation. There is a minor drift in the 'Shopping' category where editorial news tone is used to mask affiliate marketing for retailers like Tesco and Charlotte Tilbury, but this is a common industry monetization strategy rather than core bullshit. The traffic and news sub-pages provide the granular local data promised on the landing page, maintaining a tight signal-to-substance loop.

TRUST & PROOF

Verifiable evidence vs. Trust Theatre.

14

70% Reputation

DIAGNOSIS: TRUST THEATRE

The site exhibits minor trust theatre with a `review_count` of 24 displayed in metadata for news pages without a clear third-party verification link or context for what is being 'reviewed'. However, the `schema_json` is robust, providing publishing principles and `sameAs` links to verified social media profiles. Most bold performance claims (e.g., traffic delays, weather forecasts) are attributed to sources like the Met Office or police, reducing unsubstantiated fluff.

EVIDENCE: PROOF DENSITY

The proof density is high, with a ratio of approximately 8:1 substance points to vague assertions in the news pillars. Specific proof points include named councillors, exact road closure durations, and precise temperatures for the bank holiday heatwave. The only areas of low proof density are the shopping recommendations, which use subjective superlatives ('best fitting', 'totally blissful') without comparative data.

COMMODITY FINGERPRINT

Detection of industry cliches/templates.

5

33% Reputation

The site suffers from a high commodity score due to its reliance on the Reach PLC 'Live' template, which is indistinguishable from dozens of other regional UK news sites. Value propositions like 'breaking news updates' and 'stay up to date' are industry clichés found in the `patterns_json`. The template fingerprints such as 'Story Saved' and 'Follow us' are ubiquitous across the publishing group, leading to a low uniqueness score for the brand's digital identity.

IDENTITY & AUTHORITY

Expert verifiability & Schema depth.

12

80% Reputation

DIAGNOSIS: AUTHORITY GAPS

Authority is generally solid through named journalists like Amy Britton, although the provided schema lacks individual Person properties for every reporter. The technical implementation is professional, featuring clean JSON-LD that defines the `NewsMediaOrganization` and its publishing principles. There is no technical credibility gap, as the site's complex hierarchy is well-maintained and structured for its stated purpose.

EVIDENCE: PERFORMANCE VS. CLAIMS

There is almost no disconnect between the site's marketing tone and its output; it claims to be a news source and provides a continuous stream of dated, specific reports. Bold assertions are typically linked to current events (e.g., 'A47 to stay closed for most of the day') rather than vague business outcomes. The primary disconnect is the presentation of advertorial shopping content as 'Recent Articles', which dilutes the perceived editorial rigor.

[See how to improve >](#)

INDUSTRY MATCH & SCORE SUMMARY

Media, News & Publishing Reputation: Cambridgeshire Live
(www.cambridge-news.co.uk)

Reputation: 75 / 100

INDUSTRY CLASSIFICATION

The site is an archetypal local news and media publisher, delivering a high volume of time-sensitive reportage and regional updates. The presence of crime, council, and traffic sections aligns perfectly with the Media, News & Publishing category.

"The score of 75 is driven primarily by the high 'Commodity Fingerprint' resulting from the Reach PLC standardized template and generic industry phrasing. Information density and semantic coherence are strong, effectively penalizing the site only for its lifestyle and affiliate sections. The low BS score reflects a site that delivers high-substance content behind a standard, albeit uninspired, corporate facade."

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.cambridge-news.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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