

AI Reputation Analysis and Signal Evaluation - Gloucestershire Live

BRAND AI REPUTATION

Media, News & Publishing Reputation:
Gloucestershire Live
(www.gloucestershirelive.co.uk)

<https://www.gloucestershirelive.co.uk>

Industry: Media, News & Publishing



REPUTATION LEVEL

MEDIA, NEWS & PUBLISHING

65.3 Avg Reputation

Based on 829 businesses audited.

LOWER REPUTATION THAN AVERAGE

Gloucestershire Live has 3.3 points less reputation than the average for Media, News & Publishing.

EXPERT VERDICT

A credible regional news authority that is currently suffering from 'Reach PLC Syndrome'?where legitimate local journalism is crowded out by national affiliate spam. The core signal is authentic, but the substance is increasingly diluted by commodity shopping content designed for clicks rather than community value.

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INFO DENSITY

Power-words vs. Substance ratio.

19

63% Reputation

The site exhibits a high variance in density between local reporting and lifestyle content. News headings like Biker injured in crash that closed A46 are high substance, but approximately 30-40% of the H3 headings are high-fluff marketing traps, such as 'Best' slippers with 'off the chart comfort' or 'I tried W7's affordable makeup range and was left wowed'. The body substance ratio suffers where news facts are replaced by generic sales language for affiliate products like the Amazon Echo Dot and Luxury Dusk bedding.

SEMANTIC COHERENCE

Homepage promise vs. Sub-page reality.

15

75% Reputation

The primary signal of 'latest local news' is supported by the sub-pages, but there is significant drift into national commodity content. While the homepage meta-title promises local business and news, the sub-pages for Shopping and What's On are populated with national retail alerts (Amazon, Charlotte Tilbury, Ryanair) that have no geographic or topical connection to Gloucestershire. This suggests a 'local news' wrapper for a broader affiliate revenue strategy.

TRUST & PROOF

Verifiable evidence vs. Trust Theatre.

10

50% Reputation

DIAGNOSIS: TRUST THEATRE

The review_count of up to 30 is present in the data, yet the proof_links_count remains low at 2, indicating that user trust signals are aggregated rather than linked to specific, verifiable audits. Performance claims like 'England's best' for local attractions or 'Better not ironed' for bedding are published as H3 headlines without visible external verification or methodology links. The absence of a trust_theatre_flag prevents a higher penalty, but the use of unsubstantiated superlatives is frequent.

EVIDENCE: PROOF DENSITY

The ratio of verifiable local evidence (names of roads like A417, names of pubs like The George at Kempsford) to vague marketing assertions is approximately 2:1. While the local reporting is evidence-rich, the high volume of unsubstantiated 'best of' claims in the shopping sections drags down the overall proof density. Most lifestyle claims lack a third-party audit or linked testing protocol.

COMMODITY FINGERPRINT

Detection of industry cliches/templates.

7

47% Reputation

The lifestyle and shopping sections use standard affiliate marketing fingerprints found across all Reach PLC news sites, such as 'absolutely brilliant' and 'game changing'. The value proposition for news is unique to the region, but the 'Shopping' and 'Nostalgia' modules are highly commoditized and could be copy-pasted to any other regional site without loss of meaning. The template language for 'About Us' and 'Advertising' is minimal and boilerplate.

IDENTITY & AUTHORITY

Expert verifiability & Schema depth.

11

73% Reputation

DIAGNOSIS: AUTHORITY GAPS

Authority is generally high for news content, as the site references specific local figures like Steve Cotterill and Adrian Graham. However, the schema_json for the homepage identifies as a CollectionPage and NewsMediaOrganization but lacks granular Person schema for individual journalists in the provided data. Technical credibility is mostly sound, though the h1 is missing on the homepage and newsletter pages, creating a minor structural gap.

EVIDENCE: PERFORMANCE VS. CLAIMS

There is a disconnect between the journalistic 'holding power to account' mission and the promotional 'Best hanging egg chair' content. Bold claims regarding product performance (e.g., 'skin looks radiant') are presented with the same visual hierarchy as hard news, which dilutes the perceived editorial standards. The site demonstrates regional authority but undermines it with high-frequency low-substance affiliate claims.

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INDUSTRY MATCH & SCORE SUMMARY

Media, News & Publishing Reputation: Gloucestershire Live
(www.gloucestershirelive.co.uk)

Reputation: 62 / 100

INDUSTRY CLASSIFICATION

The site strongly aligns with the Media, News & Publishing industry, specifically local journalism. The content is primarily categorized into regional news, sport, and public interest stories from Gloucestershire, though it heavily integrates consumer affiliate marketing.

"The score of 62 is driven primarily by the information density and trust/proof pillars. The high presence of affiliate-led fluff in H3 headings and the lack of external proof paths for lifestyle claims prevented a lower (cleaner) score, despite strong performance in identity and technical implementation."

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.gloucestershirelive.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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