

# AI Reputation Analysis and Signal Evaluation - Hull Live

## BRAND AI REPUTATION

### Media, News & Publishing Reputation: Hull Live (www.hulldailymail.co.uk)

https://www.hulldailymail.co.uk

Industry: Media, News & Publishing



REPUTATION LEVEL

## MEDIA, NEWS & PUBLISHING

### 65.3 Avg Reputation

Based on 829 businesses audited.

#### HIGHER REPUTATION THAN AVERAGE

Hull Live has 17.7 points more reputation than the average for Media, News & Publishing.

## EXPERT VERDICT

This is a high-substance utility site that delivers exactly what it claims. It acts as a forensic record of local events with almost zero marketing interference. The only detectable bullshit is the generic Reach PLC corporate publishing template it inhabits.

[See how to improve >](#)

## INFO DENSITY

Power-words vs. Substance ratio.

26

87% Reputation

The information density is exceptionally high, as headings prioritize specific nouns and outcomes over power words. For instance, headings like '£3bn development and 5,000 job potential' and 'Man jailed for 14 years' provide immediate, measurable substance. Marketing fluff like 'innovative' or 'bespoke' is virtually non-existent in the core content. The substance ratio is high, with body text detailing specific names like Cllr Mike Ross and organizations like Humber Freeport.

## SEMANTIC COHERENCE

Homepage promise vs. Sub-page reality.

19

95% Reputation

The homepage promises 'Latest local news, sport & business' and the sub-pages deliver exactly those verticals without deviation. There is no disconnect between the 'News' signal on the homepage and the granular crime and political reporting found on the news sub-page. The 'Sport' section is deeply rooted in local teams like Hull KR and Hull City, maintaining the local focus promised in the meta title. No cross-page contradictions were detected; the site remains a utility-focused news portal throughout.

## TRUST & PROOF

Verifiable evidence vs. Trust Theatre.

16

80% Reputation

### DIAGNOSIS: TRUST THEATRE

The site avoids standard trust theatre traps by citing external authorities such as Which? and Ofsted within article headlines. While review counts between 15 and 48 are present, they likely represent user engagement metrics rather than the unverified testimonials found in higher-BS business sites. The presence of a clear publishingPrinciples link in the schema provides a path to verified editorial standards, significantly reducing the theatre risk.

### EVIDENCE: PROOF DENSITY

Proof density is high, with nearly every H3 heading containing a verifiable local claim or event. Instances of proof include specific jail sentences, specific investment amounts like £3bn, and specific sports scores. Vague assertions are rare, replaced by dated reports from May 20, 2026, and named participants in every story.

## COMMODITY FINGERPRINT

Detection of industry cliches/templates.

8

53% Reputation

The site carries a distinct commodity fingerprint due to the Reach PLC publishing template, visible in elements like 'Story Saved' and 'Bookmark' functions. Generic industry phrases like 'Latest news' and 'Voice of the community' appear in the meta descriptions and headings. However, the value proposition is saved from being a total commodity by its hyper-local specificity to Hull and East Yorkshire. The template language is pervasive but serves a functional purpose for a high-volume news site.

## IDENTITY & AUTHORITY

Expert verifiability & Schema depth.

14

93% Reputation

### DIAGNOSIS: AUTHORITY GAPS

Authority is well-established through the use of NewsMediaOrganization schema and specific sameAs links to social profiles. Journalists and subjects are named specifically, such as Peter Levy and Sergej Jakirovic, establishing local credibility. The technical implementation is robust, with a clear heading hierarchy that supports the editorial authority without broken structures.

### EVIDENCE: PERFORMANCE VS. CLAIMS

There is no disconnect between the news-gathering tone and the demonstrated reporting. Claims of recognition for local figures are backed by specific event details, and the site demonstrates its value through constant updates and specific reporting rather than abstract performance promises. The site is a primary source of data rather than a secondary marketing layer.

[See how to improve >](#)

## INDUSTRY MATCH & SCORE SUMMARY

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**Media, News & Publishing Reputation: Hull Live ([www.hulldailymail.co.uk](http://www.hulldailymail.co.uk))**

**Reputation: 83 / 100**

### INDUSTRY CLASSIFICATION

The site perfectly aligns with the Media, News & Publishing category. It provides localized forensic evidence of news events such as court cases, council updates, and sports results that validate its primary signal.

*"The low score is driven by high information density and strict semantic coherence between the homepage and sub-pages. The most significant points were lost in the Commodity Fingerprint pillar due to the use of a generic corporate publishing template shared across the Reach PLC network. Trust and Proof scores remain low because the site relies on institutional reporting and external validation rather than marketing testimonials."*

### 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.hulldailymail.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: May 22, 2026

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