

AI Reputation Analysis and Signal Evaluation - Lincolnshire Live

BRAND AI REPUTATION

Media, News & Publishing Reputation: Lincolnshire Live (www.lincolnshirelive.co.uk)

https://www.lincolnshirelive.co.uk

Industry: Media, News & Publishing



MEDIA, NEWS & PUBLISHING

65.3 Avg Reputation

Based on 829 businesses audited.

REPUTATION LEVEL

LOWER REPUTATION THAN AVERAGE

Lincolnshire Live has 0.3 points less reputation than the average for Media, News & Publishing.

EXPERT VERDICT

Lincolnshire Live is a high-substance regional news operation currently laboring under a high-BS corporate template that prioritizes affiliate clicks over local authority. While its newsroom reporting is granular and forensic, its identity is being eroded by generic Reach Plc syndication. It remains a low-BS source for news, but a high-BS source for shopping and lifestyle content.

[See how to improve >](#)

INFO DENSITY

Power-words vs. Substance ratio.

24

80% Reputation

The Information Density is high in core news sections, with headings like Woman seriously injured after multi-vehicle crash on major A46 and 3-month project to repair Lincoln embankment providing specific nouns and technical locations. However, density degrades significantly in the Shopping and What's On categories, where body text relies on power words such as show-stopping, off the chart comfort, and radiant. The ratio of generic shopping advice to hard news suggests a split-brain content strategy, but the presence of exact figures like the 800,000 pound investment prevents a high BS score in this pillar.

SEMANTIC COHERENCE

Homepage promise vs. Sub-page reality.

14

70% Reputation

The homepage promises the latest local news, sport and business, which is delivered accurately in the News and Politics sub-pages. Drift occurs on the What's On page, which effectively functions as an affiliate marketing hub for Roman dresses and Charlotte Tilbury cosmetics rather than local event listings. The contradiction lies between the brand's identity as a community voice and its practical application as a vehicle for national consumer listicles, creating a partial disconnect in positioning.

TRUST & PROOF

Verifiable evidence vs. Trust Theatre.

11

55% Reputation

DIAGNOSIS: TRUST THEATRE

The site displays a review_count of up to 25 on various sub-pages, yet these figures are presented without any linked third-party verification or proof_links_count to source the ratings. While the news articles cite authoritative sources like Lincolnshire Police and North Kesteven District Council, the lack of an external verification path for site trust signals constitutes trust theatre. The meta-claims of being a trusted news source are substantiated by content volume but lack an explicit corrections policy or visible editorial standards code in the immediate content crawl.

EVIDENCE: PROOF DENSITY

Proof density is very high within hard news segments, citing specific road names (A52, Yarborough Hill), project costs (800,000 pound investment), and arrest details. In contrast, the Shopping section has a proof density of zero, relying entirely on qualitative marketing claims like elegant and classy. Overall, the ratio of verifiable local evidence to vague assertion is favorable, reflecting a legitimate news operation.

COMMODITY FINGERPRINT

Detection of industry cliches/templates.

4

27% Reputation

The site bears a heavy Commodity Fingerprint due to its status as a Reach Plc subsidiary, using identical template_fingerprints like Story Saved and Bookmark found across dozens of UK regional sites. The value proposition is entirely geographical rather than editorial, and listicles about DWP payments or shopping deals are generic enough to be copy-pasted onto any competitor. This corporate uniformity reduces the perceived uniqueness of the Lincolnshire Live brand, making it a high-volume template producer.

IDENTITY & AUTHORITY

Expert verifiability & Schema depth.

12

80% Reputation

DIAGNOSIS: AUTHORITY GAPS

The identity and authority are anchored by the parent organization, Reach Plc, which is clearly disclosed in the Terms and Conditions. However, there is a lack of named journalist footprints in the headings, with articles often attributed to general tags like UK and World News or specific agencies rather than individual reporters. The absence of Person schema or direct sameAs links for editorial staff creates an authority gap where the platform's reliability is corporate rather than expert-led.

EVIDENCE: PERFORMANCE VS. CLAIMS

The site's claim to be news for the modern age is supported by its digital-first publishing rhythm and live-blogging markers. However, the bold performance claim of being the voice of the community is diluted by a significant percentage of articles that are clearly syndicated shopping content with no local relevance. This disconnect highlights a tension between editorial substance and commercial revenue requirements.

[See how to improve >](#)

INDUSTRY MATCH & SCORE SUMMARY

Media, News & Publishing Reputation: Lincolnshire Live

Reputation: 65 / 100

(www.lincolnshirelive.co.uk)

INDUSTRY CLASSIFICATION

Lincolnshire Live is a definitive regional news publisher, providing high-frequency updates on crime, local politics, and infrastructure. The content density of the news pages strongly aligns with the Media and Publishing category, though the inclusion of significant affiliate marketing content introduces secondary commercial signals.

"The score of 65 reflects a site with high substance in its news reporting but significant BS in its commercial execution and corporate templating. The high point count in Commodity Fingerprint (11/15) is the primary driver of the score, resulting from the Reach Plc network's 'cookie-cutter' approach. Information Density (6/30) and Identity and Authority (3/15) remain low, indicating that when the site reports news, it does so with verifiable substance."

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.lincolnshirelive.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

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