

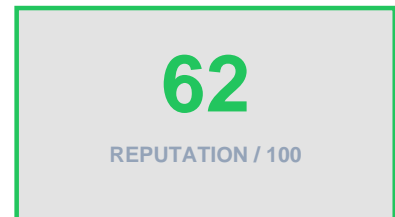
AI Reputation Analysis and Signal Evaluation - Puzzler Media Ltd

BRAND AI REPUTATION

Media, News & Publishing Reputation: Puzzler Media Ltd (puzzler.com)

<https://puzzler.com>

Industry: Media, News & Publishing



REPUTATION LEVEL

MEDIA, NEWS & PUBLISHING

65.3 Avg Reputation

Based on 829 businesses audited.

LOWER REPUTATION THAN AVERAGE

Puzzler Media Ltd has 3.3 points less reputation than the average for Media, News & Publishing.

EXPERT VERDICT

Puzzler is a legitimate e-commerce publisher that manages to be both highly substantial in its product offerings and almost entirely hollow in its authority claims. It is a 'low-BS' site for a consumer looking for a crossword, but a 'high-BS' site for anyone seeking proof of their 'No. 1' market status or editorial expertise.

[See how to improve >](#)

INFO DENSITY

Power-words vs. Substance ratio.

24

80% Reputation

The site demonstrates high substance in its product descriptions, using specific nouns and numbers such as '35 items,' 'save 29%,' and exact pricing like 'GBP 9.75.' Fluff headings are minimal, though the H2 'Magazine Subscriptions' is generic. Body text avoids typical corporate jargon like 'synergy' or 'disruptive,' focusing instead on functional descriptions of puzzle types. However, there is notable repetition of the 'perfect puzzle' value proposition across the limited text on the homepage and magazine category pages.

SEMANTIC COHERENCE

Homepage promise vs. Sub-page reality.

17

85% Reputation

The homepage Signal of being a central hub for 'Magazines, App and Books' is mostly substantiated by the sub-pages, though the focus is heavily skewed toward magazine subscriptions. There is no significant disconnect between the promise of 'great savings' on the homepage and the specific 'save 20-29%' proofs found on the product grid. The navigation hierarchy is logically structured, moving from broad categories like 'Mixed Puzzle Subscriptions' to specific titles. One minor drift is the prominence of 'books' and 'apps' in meta-descriptions while the primary substance is purely subscription-based magazines.

TRUST & PROOF

Verifiable evidence vs. Trust Theatre.

9

45% Reputation

DIAGNOSIS: TRUST THEATRE

The site exhibits high Trust Theatre risk by claiming to be the 'UK's No.1 puzzle magazine' and using 'nation's top compilers' without providing any external audit links or named staff biographies. With a review_count of only 1 and proof_links_count of 2 across the samples, the evidence for 'trusted by millions' is entirely absent in the data. There are zero outbound links to third-party review platforms or industry circulation bodies like ABC.

EVIDENCE: PROOF DENSITY

The ratio of proof to fluff is mixed; product-level proof (prices, discounts, item counts) is dense and verifiable. However, authority-level proof is virtually zero, with no external citations or audit data provided to support their market position. There are 35 specific items listed, which constitutes strong stock-level substance, but the 'Trust' signals are limited to internal claims.

COMMODITY FINGERPRINT

Detection of industry cliches/templates.

10

67% Reputation

Value propositions like 'Top reasons to subscribe' and 'Find the best puzzle magazine' are template-standard for the publishing industry. The site avoids the more egregious 'journalism that matters' clichés but uses safe, generic phrases such as 'thoughtful entertainment' and 'rewarding challenges.' The overall positioning could be easily adopted by a competitor like Take a Break or puzzle-centric newsstand brands. Despite this, the inclusion of specific technical puzzle types like 'Nonogram' and 'Kriss Kross' provides a layer of niche-specific substance.

IDENTITY & AUTHORITY

Expert verifiability & Schema depth.

2

13% Reputation

DIAGNOSIS: AUTHORITY GAPS

There is a severe technical authority gap as the schema_json is null across all audited pages, failing to define the Organization or its credentials. While a physical address in Reigate is provided, there is no digital footprint for the 'nation's top puzzle compilers' referenced in the text. The lack of Person schema or named editorial staff makes the claim of expertise entirely unverifiable. The homepage also lacks an H1 tag, indicating poor technical implementation for a site claiming 'original and best' status.

EVIDENCE: PERFORMANCE VS. CLAIMS

The claim 'UK's biggest-selling puzzle mag' is a major performance assertion that remains entirely unsubstantiated by case studies or official circulation data. Similarly, the 'nation's top compilers' claim is a marketing superlative with no linked portfolios or professional accreditation. The site demonstrates it can sell products, but it fails to prove its market dominance through anything other than its own assertions.

[See how to improve >](#)

INDUSTRY MATCH & SCORE SUMMARY

Media, News & Publishing Reputation: Puzzler Media Ltd (puzzler.com)

Reputation: 62 / 100

INDUSTRY CLASSIFICATION

The site fits the Media and Publishing category as a specialized niche publisher of puzzle magazines. While it does not align with the News and Investigative patterns in the industry dictionary, it functions correctly as a product-led publishing house.

"The score of 62 is driven primarily by the Identity and Authority pillar (13/15) due to the total absence of structured data and named experts. Trust and Proof gaps (11/20) contributed significantly because of the unverified 'UK No. 1' and 'Top Compiler' claims. The score remained low in Information Density and Semantic Coherence because the site actually provides specific product data and delivers on its primary e-commerce promise."

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://puzzler.com> to view the most current version of its content and see directly what this company is about and what it offers.

Verified Analysis Date: June 19, 2026

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