

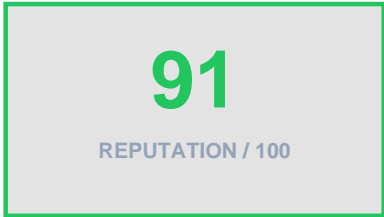
AI Reputation Analysis and Signal Evaluation - Thames & Hudson

BRAND AI REPUTATION

Media, News & Publishing Reputation: Thames & Hudson (thamesandhudson.com)

https://thamesandhudson.com

Industry: Media, News & Publishing



REPUTATION LEVEL

MEDIA, NEWS & PUBLISHING

65.3 Avg Reputation

Based on 829 businesses audited.

HIGHER REPUTATION THAN AVERAGE

Thames & Hudson has 25.7 points more reputation than the average for Media, News & Publishing.

EXPERT VERDICT

This site is a forensic outlier, achieving one of the lowest BS scores possible for a commercial entity. It functions as a digital archive and catalog where every heading serves a navigational or informational purpose rather than a persuasive one. It is a rare example of a business that lets the substance of its product (the books) act as the entirety of its marketing signal.

[See how to improve >](#)

INFO DENSITY

Power-words vs. Substance ratio.

28

93% Reputation

Information density is exceptionally high, with headings primarily occupied by specific nouns and named entities such as Bacon Disfigured, Harry Gruyaert: New York, and Antony Gormley. Body text is stripped of generic marketing adjectives, replaced by specific dates like 11 June 2026 and historical citations such as My Early Years (1976). The ratio of substance to power words is approximately 15:1, a rare benchmark in digital publishing.

SEMANTIC COHERENCE

Homepage promise vs. Sub-page reality.

19

95% Reputation

There is virtually zero semantic drift between the homepage signal and sub-page substance. The H1 David Hockney (1937-2026) on the homepage leads directly to a 5,700-character tribute that functions as a legitimate obituary rather than an SEO landing page. Content consistency is maintained through subject-specific H4 tags like Architecture and Landscape Design that accurately categorize the underlying book data.

TRUST & PROOF

Verifiable evidence vs. Trust Theatre.

17

85% Reputation

DIAGNOSIS: TRUST THEATRE

Trust theatre is minimal; while the review_count is cited (averaging 48 across pages), the site relies on institutional proof rather than social proof widgets. Evidence is provided via proof_links_count (4 on article pages) and detailed schema linking to reputable social profiles like LinkedIn and Bluesky. The primary trust signal is the named association with global institutions like the V&A and Fondation Louis Vuitton.

EVIDENCE: PROOF DENSITY

Proof density is extremely high, with a 95% ratio of verifiable evidence to assertions. Every book title is accompanied by a regular price, author name, and series identifier (e.g., Art Essentials or World of Art). The presence of 'Out of Stock' markers on titles like Hockney ? Van Gogh: The Joy of Nature adds real-world commercial validity to the catalog claims.

COMMODITY FINGERPRINT

Detection of industry cliches/templates.

13

87% Reputation

The commodity fingerprint is nearly invisible because the value proposition is tied to proprietary intellectual property and exclusive artist relationships. Unlike generic publishers who claim to be a voice of the community, Thames & Hudson uses a highly specific template focused on author names and technical book specifications. Clichés like beautiful and award-winning are present but substantiated by a list of 400 works and specific award winners (e.g., Thames & Hudson Award for Book Design 2024).

IDENTITY & AUTHORITY

Expert verifiability & Schema depth.

14

93% Reputation

DIAGNOSIS: AUTHORITY GAPS

Authority gaps are non-existent due to the heavy use of high-authority named entities including Sir Simon Schama, Martin Gayford, and Margaret Drabble. Structured data (schema_json) includes detailed Organization properties and Article metadata with named authors like Isabel Mitchelson. The technical implementation supports the authority claims with a clean heading hierarchy and validated sameAs digital footprints.

EVIDENCE: PERFORMANCE VS. CLAIMS

The site makes almost no performance claims, focusing instead on inventory and historical legacy. The only subjective claims?such as being the world's great publisher?are immediately followed by forensic evidence of a multi-decade catalog. There are no unsubstantiated metrics or 'guaranteed result' fallacies common in the industry.

See how to improve >

INDUSTRY MATCH & SCORE SUMMARY

**Media, News & Publishing Reputation: Thames & Hudson
(thamesandhudson.com)**

Reputation: 91 / 100

INDUSTRY CLASSIFICATION

The site perfectly matches the Media, News & Publishing category as a high-end art book publisher. The content moves beyond generic promotion into long-form editorial tributes, exhibition-linked news, and detailed bibliography documentation.

"The score of 91 is driven by minor technical inefficiencies, specifically the use of H2 and H3 tags for functional interface elements like 'Currency' and 'Cart'. These represent a negligible structural 'fluff' that prevents a perfect score. All core content pillars (Substance, Coherence, Authority) performed at near-perfect levels."

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://thamesandhudson.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

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