

AI Reputation Analysis and Signal Evaluation - The Royal Kennel Club

BRAND AI REPUTATION

Pets, Veterinary & Animal Services Reputation: The Royal Kennel Club (www.thekennelclub.org.uk)

<https://www.thekennelclub.org.uk>

Industry: Pets, Veterinary & Animal Services



REPUTATION LEVEL

PETS, VETERINARY & ANIMAL SERVICES

59.8 Avg Reputation

Based on 438 businesses audited.

HIGHER REPUTATION THAN AVERAGE

The Royal Kennel Club has 13.2 points more reputation than the average for Pets, Veterinary & Animal Services.

EXPERT VERDICT

This is a high-substance institutional site that prioritizes administrative transparency and heritage over marketing fluff. It successfully bridges the gap between its 'Royal' prestige and its functional role as a service provider through detailed pricing and physical venue transparency. The only significant BS detected is the use of 'expert' labels without naming specific practitioners.

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INFO DENSITY

Power-words vs. Substance ratio.

22

73% Reputation

The site exhibits high information density, particularly on the registrations and venues pages. Substance is provided via a detailed list of over 20 registration forms with specific pricing, such as Form 1 at GBP 26.00 and Form 18 at GBP 100.00. While the homepage uses some power words like world-class and greatest, they are tied to specific entities like the Art Gallery and Crufts rather than floating as abstract claims.

SEMANTIC COHERENCE

Homepage promise vs. Sub-page reality.

17

85% Reputation

There is negligible semantic drift across the 6 analyzed pages. The homepage H2 and H3 structures introduce the club's core pillars?Health, Welfare, and Training?which are systematically supported by sub-pages detailing the Charitable Trust, Stoneleigh venue, and the exhaustive registration shop. The transition from the 'Royal' brand positioning to the functional 'Buy Now' registration buttons is logically consistent.

TRUST & PROOF

Verifiable evidence vs. Trust Theatre.

20

100% Reputation

DIAGNOSIS: TRUST THEATRE

Trust is established through timely, specific evidence rather than theatre. The claim of being a Which? Best Buy for Dog Insurance 2026 is current relative to the system date of May 16, 2026. While the review_count is low across the pages, the site relies on institutional proof links such as the APGAW welfare action plan rather than unverified 5-star badges.

EVIDENCE: PROOF DENSITY

Proof density is high due to the abundance of specific nouns and numbers. Across the pages, there are more than 10 instances of specific proof points, including exact venue names, insurance payout figures, and detailed service fees for Neutered dog (GBP 0.00) vs Change of registered name (GBP 31.00). This factual weight significantly offsets the occasional use of industry jargon.

COMMODITY FINGERPRINT

Detection of industry cliches/templates.

12

80% Reputation

The site avoids a commodity fingerprint by leveraging its unique institutional history and the 'Royal' prefix. The value proposition?protecting the pedigree and welfare of dogs at a national scale?cannot be copy-pasted onto competitors. Boilerplate sections like Our Facilities are populated with unique physical locations such as Clarges Street and the Emblehope Estate rather than generic descriptions.

IDENTITY & AUTHORITY

Expert verifiability & Schema depth.

7

47% Reputation

DIAGNOSIS: AUTHORITY GAPS

An authority gap exists regarding individual human expertise. While the organization's authority is clear, the clean_text frequently references UK's top trainers and experts without providing specific names, Person schema, or digital footprints for these individuals. The technical implementation is functional but lacks comprehensive JSON-LD schema across the analyzed sub-pages.

EVIDENCE: PERFORMANCE VS. CLAIMS

The performance claims are largely grounded in measurable scale, such as registering 250,000 dogs annually. The marketing tone remains formal and authoritative, which aligns with the actual services offered in the shop and library sections. There is no disconnect between the 'Specialist Insurance' claim and the provided cover limit of GBP 25,000.

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INDUSTRY MATCH & SCORE SUMMARY

Pets, Veterinary & Animal Services Reputation: The Royal Kennel Club
(www.thekennelclub.org.uk)

Reputation: 73 / 100

INDUSTRY CLASSIFICATION

The site perfectly matches the Pets, Veterinary & Animal Services category, specifically acting as a regulatory and membership body. The content confirms this through pedigree registration services, welfare action plans, and the management of major industry events like Crufts.

"The score of 73 is primarily driven by the lack of named experts (Pillar 5) and the absence of structured data (Pillar 5). The site scored exceptionally well in Semantic Coherence and Commodity Fingerprint because its services are uniquely tied to its specific brand identity and physical assets. The density of specific pricing on the registration page acted as a major BS-reducer for Pillar 1."

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.thekennelclub.org.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 16, 2026

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