

# AI Reputation Analysis and Signal Evaluation - Village Veterinary Services

## BRAND AI REPUTATION

### Pets, Veterinary & Animal Services Reputation: Village Veterinary Services (www.villagevetsformby.co.uk)

<http://www.villagevetsformby.co.uk>

Industry: Pets, Veterinary & Animal Services



REPUTATION LEVEL

## PETS, VETERINARY & ANIMAL SERVICES

### 59.8 Avg Reputation

Based on 438 businesses audited.

#### LOWER REPUTATION THAN AVERAGE

Village Veterinary Services has 1.8 points less reputation than the average for Pets, Veterinary & Animal Services.

## EXPERT VERDICT

Village Veterinary Services offers a high-substance membership model but hides its professional authority behind a wall of generic 'family-run' tropes. While the transparent pricing is refreshing, the refusal to name a single qualified clinician or specific award creates a 'faceless clinic' vibe that triggers BS detectors. It is a legitimate-looking business that currently prioritizes marketing-speak over professional transparency.

[See how to improve >](#)

## INFO DENSITY

Power-words vs. Substance ratio.

19

63% Reputation

Information density is surprisingly high for the sector due to the explicit listing of membership fees (£30/month for dogs) and the 15-point benefit breakdown. However, the site suffers from heading fluff saturation with H1 and H3 tags like 'Consistent Excellence' and 'Exceptional Vet Care' that lack substance. Body text balances this out by providing specific appointment durations (20 minutes) and distinct service categories.

## SEMANTIC COHERENCE

Homepage promise vs. Sub-page reality.

18

90% Reputation

There is minimal semantic drift; the homepage H1 'Exceptional Vet Care, Anytime You Need It' is immediately supported by the sub-sections explaining the 24/7 video triage and same-day appointment promises. The transition from the 'membership-only' value proposition to the specific monthly costs is logically consistent across the primary page. No contradictions were found between the primary signal and the detailed service descriptions.

## TRUST & PROOF

Verifiable evidence vs. Trust Theatre.

10

50% Reputation

### DIAGNOSIS: TRUST THEATRE

The site exhibits moderate trust theatre by claiming to be 'multi-award-winning' without naming a single specific award or year. While a review\_count of 15 is noted, there are no external proof paths or direct links to independent review platforms like Trustpilot or the RCVS register. The use of 'Trusted by thousands' is a classic unsubstantiated claim that lacks a verifiable data source.

### EVIDENCE: PROOF DENSITY

Proof density is mixed; the site successfully proves its value proposition through transparent pricing and a granular list of 15 membership benefits. It fails, however, to provide verifiable clinical evidence, such as real practice photographs (referenced as stock-style IMGs) or links to professional certifications. The ratio of substantiated service claims to unsubstantiated reputation claims is approximately 1:1.

## COMMODITY FINGERPRINT

Detection of industry cliches/templates.

6

40% Reputation

The site uses several industry cliches such as 'treat your pets like family' and 'peace of mind,' which are identified in the patterns\_json as generic. However, the 'Membership-Only' business model acts as a strong differentiator that prevents the content from being entirely copy-pastable onto a competitor's site. Boilerplate sections like 'Joining Us Is Easy' follow standard template fingerprints but include specific app-based workflows.

## IDENTITY & AUTHORITY

Expert verifiability & Schema depth.

5

33% Reputation

### DIAGNOSIS: AUTHORITY GAPS

A significant authority gap exists as there are zero named veterinarians or veterinary nurses cited in the text, and no RCVS registration numbers are provided. The schema\_json focuses on Organization and WebPage but lacks Person schema or sameAs links to professional profiles, which is a red flag for a clinical authority. The presence of a 'Page not found' error in the crawl suggests some technical maintenance gaps.

### EVIDENCE: PERFORMANCE VS. CLAIMS

The disconnect is most visible in the 'multi-award-winning' claim which appears four times without evidence. While the clinical service claims (unlimited consults, home delivery) are substantiated by the pricing model, the broader reputation claims are marketing-heavy. The site promises 'Latest Technology' but demonstrates this only through a mobile app rather than specific clinical equipment specs.

[See how to improve >](#)

## INDUSTRY MATCH & SCORE SUMMARY

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**Pets, Veterinary & Animal Services Reputation: Village Veterinary Services**  
**(www.villagevetsformby.co.uk)**

**Reputation: 58 / 100**

### INDUSTRY CLASSIFICATION

The content perfectly aligns with the Veterinary & Animal Services industry, focusing heavily on clinical care, preventative medicine, and pet wellness plans. The inclusion of technical terms like laparoscopic spays, dental prophylaxis (scale and polish), and digital radiography confirms deep industry relevance.

*"The score of 58 is primarily driven by Authority Gaps and Trust Theatre. While the Information Density is strong regarding pricing and services, the site loses significant points for hiding the identities of its experts and making unverified claims about its award-winning status. The technical error (404 page) in the crawl also contributed to a higher Technical Credibility Gap score."*

### 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 <http://www.villagevetsformby.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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