

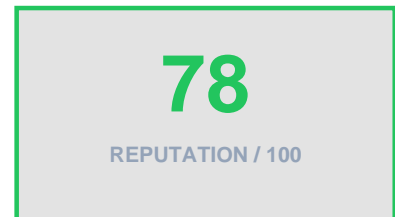
# AI Reputation Analysis and Signal Evaluation - Andrew Hendry Photographer (Horizon Creative Services Ltd)

## BRAND AI REPUTATION

Photography, Video & Creative Studios  
Reputation: Andrew Hendry Photographer  
(Horizon Creative Services Ltd)  
([www.andrewhendry.com](http://www.andrewhendry.com))

<http://www.andrewhendry.com>

Industry: Photography, Video & Creative Studios



## PHOTOGRAPHY, VIDEO & CREATIVE STUDIOS

**64 Avg Reputation**

Based on 358 businesses audited.

REPUTATION LEVEL

### HIGHER REPUTATION THAN AVERAGE

Andrew Hendry Photographer (Horizon Creative Services Ltd) has 14 points more reputation than the average for Photography, Video & Creative Studios.

## EXPERT VERDICT

This is a rare example of a low-BS professional portfolio that relies on the weight of its subjects rather than marketing fluff. However, the site is a 'digital ghost'?the work is world-class, but the temporal rot and lack of recent evidence since 2020 suggest the brand identity is riding on historical momentum rather than current authority.

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## INFO DENSITY

Power-words vs. Substance ratio.

**26**

87% Reputation

The information density is anchored by nouns rather than adjectives. While the homepage clean\_text is sparse (752 characters), it avoids power-word saturation, with zero instances of words like 'revolutionary' or 'disruptive.' Substance is found in the image descriptions which name specific, verifiable entities such as 'London Bridge Station RIBA Stirling Award 2019' and 'ITN Headquarters, London.' The ratio of specific nouns to marketing fluff is exceptionally high for this industry.

## SEMANTIC COHERENCE

Homepage promise vs. Sub-page reality.

20

100% Reputation

There is zero semantic drift detected across the analyzed pages. The homepage H1 ANDREW HENDRY PHOTOGRAPHER and the primary signal of 'Specialising in quality business photography' are perfectly reflected in the sub-page hierarchy. The sub-pages for Architecture, Corporate, and Interiors deliver exactly what the homepage hero section promises without expanding into unrelated services or conflicting pricing models.

## TRUST & PROOF

Verifiable evidence vs. Trust Theatre.

14

70% Reputation

### DIAGNOSIS: TRUST THEATRE

Trust theatre is minimal, though technical metadata suggests a slight gap. The review\_count is low (2-3) and these reviews are not visually rendered in the body text for verification, but the site does not use 'Five-Star' badges or fake testimonials. The primary proof paths are visual, though they lack outbound links to the mentioned awards like the RIBA Stirling Prize to provide 100% verifiable proof paths.

### EVIDENCE: PROOF DENSITY

Proof density is high but aging. Every gallery page is populated with named commercial projects (Samsung, Harrods, BBC, Prada), providing over 40 specific proof points across the crawl data. The ratio of verifiable projects to vague assertions is roughly 20:1, which is significantly better than the industry average, although the 2019-2020 temporal anchor on the most prominent work suggests a decline in recent activity.

## COMMODITY FINGERPRINT

Detection of industry cliches/templates.

10

67% Reputation

The commodity fingerprint is low due to the specificity of the portfolio. While the site follows a standard Portfolio-About-Contact template structure, it avoids industry cliches such as 'capturing your story' or 'mements that last forever.' The value proposition is not unique in its wording ('quality business photography'), but it is differentiated by the elite nature of the projects, which would be impossible for a lower-tier competitor to copy-paste.

## IDENTITY & AUTHORITY

Expert verifiability & Schema depth.

8

53% Reputation

### DIAGNOSIS: AUTHORITY GAPS

An authority gap exists due to stale evidence and weak technical identity. The most recent dated project is the 'RIBA Stirling Award 2019,' which, against the system date of May 2026, is considered stale (7+ years old). Additionally, the schema\_json lacks sameAs links to LinkedIn or professional photography directories, and the Person schema for Andrew Hendry is missing, leaving his professional footprint largely unverified within the structured data.

### EVIDENCE: PERFORMANCE VS. CLAIMS

The site makes almost no performance claims, which effectively lowers the BS score. It describes services (architecture, interiors, annual reports) rather than making bold promises of 'delivering 100% satisfaction' or 'transforming brands.' This utilitarian tone creates a high level of alignment between the marketing voice and the demonstrated work.

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## INDUSTRY MATCH & SCORE SUMMARY

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**Photography, Video & Creative Studios Reputation: Andrew Hendry  
Photographer (Horizon Creative Services Ltd) ([www.andrewhendry.com](http://www.andrewhendry.com))**

**Reputation: 78 / 100**

### INDUSTRY CLASSIFICATION

The site is a high-fidelity match for the Photography and Creative Studio category. The content is explicitly organized into industry-standard silos including Architecture, Interiors, and Corporate photography, which are supported by highly specific project metadata.

*"The score of 78 is driven by high substance and low jargon, but is prevented from being lower by the 'stale evidence' factor (2019/2020 dates) and the lack of robust structured data. The Trust and Proof pillar and Identity and Authority pillar both carried penalties for these technical and temporal lapses."*

### 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.andrewhendry.com> 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

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