

AI Reputation Analysis and Signal Evaluation - Roy Harrington

BRAND AI REPUTATION

Photography, Video & Creative Studios Reputation: Roy Harrington (harrington.com)

https://harrington.com

Industry: Photography, Video & Creative Studios



REPUTATION LEVEL

PHOTOGRAPHY, VIDEO & CREATIVE STUDIOS

64 Avg Reputation

Based on 358 businesses audited.

HIGHER REPUTATION THAN AVERAGE

Roy Harrington has 9 points more reputation than the average for Photography, Video & Creative Studios.

EXPERT VERDICT

This is a digital fossil that is refreshingly free of modern marketing bullshit but suffers from total technical obsolescence. It does not try to sell or manipulate; it simply exists as a static archive. The high BS score components are purely a result of structural neglect rather than intentional deception.

[See how to improve >](#)

INFO DENSITY

Power-words vs. Substance ratio.

29

97% Reputation

The site contains almost zero heading fluff, with the only H2 being the specific 'In Memoriam'. The body substance ratio is high because the text consists of specific geographic nouns (Nepal, Tibet, Cambodia, Sierra Nevada) rather than generic marketing adjectives. There is very little concept repetition; the value proposition is stated once and then supported by a list of distinct exhibits. Specificity is high due to the naming of particular series like 'Bodie Ghost Town' and 'Southwest Indian Territories'.

SEMANTIC COHERENCE

Homepage promise vs. Sub-page reality.

16

80% Reputation

The primary signal of 'Black & White Photography Gallery' in the meta title is perfectly aligned with the homepage links to photographic exhibits. However, there is a minor technical drift as the homepage lacks an H1 tag, which weakens the structural promise of the site's identity. The sub-page links (Southwest Creations, The Old World) directly support the fine art positioning without any pivot to commercial or event services. The content is remarkably consistent, though thin in its current crawl state.

TRUST & PROOF

Verifiable evidence vs. Trust Theatre.

15

75% Reputation

DIAGNOSIS: TRUST THEATRE

There is no evidence of trust theatre; the review_count and proof_links_count are both 0, and the trust_theatre_flag is false. The site makes no bold performance claims like 'award-winning' or 'trusted by leading brands' that would require external verification. However, the lack of any external proof paths or outbound links to social profiles or galleries results in a moderate penalty for proof absence.

EVIDENCE: PROOF DENSITY

The proof density is high in terms of internal inventory (naming specific locations and trips) but low in terms of external validation. There are 0 proof links to third-party reviews or professional organizations, leaving the user to rely entirely on the provided directory. The ratio of vague assertions to specific evidence is favorable, as nearly every line of text points to a specific, named project or technical protocol like QuadTone Printing.

COMMODITY FINGERPRINT

Detection of industry clichés/templates.

12

80% Reputation

The site avoids almost all industry clichés, matching only 'fine art photography' from the jargon list. The value proposition is a simple personal gallery, which is moderately unique because it lacks the typical 'capturing your story' template language used by contemporary competitors. No boilerplate sections like 'Why Choose Us' or 'Our Process' are present, though the 'Welcome to my photographic art gallery' line is somewhat generic.

IDENTITY & AUTHORITY

Expert verifiability & Schema depth.

1

7% Reputation

DIAGNOSIS: AUTHORITY GAPS

Significant authority gaps exist due to the total absence of structured data (schema_json is null) and a missing H1 tag. While Roy V. Harrington is named as the creator, there is no digital footprint through Person schema or sameAs links to establish his professional authority in a machine-readable way. The technical credibility is further weakened by the 'Site Meter' reference and a copyright date of 2021, which is stale by 60 months relative to the 2026 temporal anchor.

EVIDENCE: PERFORMANCE VS. CLAIMS

The site does not make marketing-heavy performance claims, avoiding the 'best-in-class' or 'results-driven' traps found in modern agency sites. Instead, it demonstrates its value through a directory of specific photographic series, which functions as a direct evidence of work. The disconnect is purely technical?the site's 90s-era presentation fails to substantiate the 'Fine Art' claim with modern high-fidelity web standards.

[See how to improve >](#)

INDUSTRY MATCH & SCORE SUMMARY

**Photography, Video & Creative Studios Reputation: Roy Harrington
(harrington.com)**

Reputation: 73 / 100

INDUSTRY CLASSIFICATION

The site aligns perfectly with the Fine Art Photography category, focusing on black and white exhibits and specific technical printing information (QuadTone). The content is strictly limited to photographic portfolios and technical documentation, confirming the classification without any industry mismatch.

"The score of 73 indicates Low BS. The points were primarily driven by Identity and Authority gaps (Step 5) and Proof Path Absence (Step 3), reflecting a site that is technically abandoned rather than one that is over-promising."

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://harrington.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 20, 2026

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