

AI Reputation Analysis and Signal Evaluation - Pattinson Estate Agents

BRAND AI REPUTATION

Real Estate, Property & Lettings Reputation: Pattinson Estate Agents (www.pattinson.co.uk)

http://www.pattinson.co.uk

Industry: Real Estate, Property & Lettings



REPUTATION LEVEL

REAL ESTATE, PROPERTY & LETTINGS

53.5 Avg Reputation

Based on 434 businesses audited.

LOWER REPUTATION THAN AVERAGE

Pattinson Estate Agents has 20.5 points less reputation than the average for Real Estate, Property & Lettings.

EXPERT VERDICT

Pattinson presents as a legacy brand suffering from a substance-void digital presence; it claims regional dominance while displaying a literal zero for its performance metrics. The site is a collection of estate agency templates held together by aging heritage claims and unverified testimonials. Until the data placeholders are replaced with real numbers, the site functions primarily as a high-fluff brochure.

[See how to improve >](#)

INFO DENSITY

Power-words vs. Substance ratio.

9

30% Reputation

The information density is critically low due to the presence of placeholder data in high-value slots; specifically, the homepage lists 0 properties sold and 0 properties for sale, which directly contradicts the H2 claim of being the North East's largest estate agency. Headings are heavily saturated with power words and generic questions like Passionate About Property and How Can We Help? without specific deliverables. The body substance ratio is poor, relying on vague descriptors such as expert advice and full range of property services rather than quantifying success with actual transaction data. Only the Careers page provides a specific branch count (30) and a dated document (Gender Pay Gap Report 2025-2026).

SEMANTIC COHERENCE

Homepage promise vs. Sub-page reality.

12

60% Reputation

There is significant semantic drift between the homepage's authoritative signal and the sub-page reality. The homepage H2 promises that they help thousands buy and sell with confidence every year, yet the actual data points on that same page show zeros for all activity metrics. Sub-pages like Mortgage Services provide generic advice that could apply to any broker, failing to provide specific North East market insights promised by the meta titles. The heading hierarchy is incoherent across pages, as footer navigation elements like Thinking of Moving? are improperly tagged as H2, diluting the structural narrative.

TRUST & PROOF

Verifiable evidence vs. Trust Theatre.

7

35% Reputation

DIAGNOSIS: TRUST THEATRE

The site exhibits high trust theatre; it features five testimonials from generic names like Sarah Johnson and Michael Thompson (H6) without any links to the specific properties sold or external review platforms. While the homepage indicates a review_count of 10, the lack of proof_links_count for these specific success stories suggests they are unverified internal text. No professional body memberships like RICS, ARLA, or Propertymark are visible in the provided text, which are standard proof expectations for this industry.

EVIDENCE: PROOF DENSITY

The proof density is nearly non-existent. For every one specific fact (e.g., founded in 1977, 30 branches), there are approximately ten unsubstantiated marketing assertions. The absence of a linked redress scheme membership or client money protection certificate, which are red_flags in the industry dictionary, further reduces the density of verifiable evidence.

COMMODITY FINGERPRINT

Detection of industry cliches/templates.

3

20% Reputation

The site is heavily reliant on industry clichés and template language. Phrases such as local experts, your property journey, and find your dream home are matches for the generic_claims and value_prop_cliches arrays. The structure follows a standard template fingerprint (Valuation, Help & Guides, Branch Finder) with no unique positioning that differentiates Pattinson from any other regional competitor. The 5 reasons to sign up with MyPattinson section describes standard portal features like property alerts and tracking sales, which are commodities rather than unique value propositions.

IDENTITY & AUTHORITY

Expert verifiability & Schema depth.

2

13% Reputation

DIAGNOSIS: AUTHORITY GAPS

Authority is weak as the schema_json is null across all audited pages, meaning the site fails to communicate its organizational structure or expertise to search engines programmatically. Despite mentioning a team and providing testimonials, there is no Person schema or sameAs links to verify the professional backgrounds of the staff or the legitimacy of the reviewers. The technical implementation is flawed, evidenced by the broken counter placeholders (0 properties) on the primary conversion page.

EVIDENCE: PERFORMANCE VS. CLAIMS

The disconnect between marketing tone and substance is jarring. The site uses high-authority language like Proud to be the North East's largest estate agency while simultaneously displaying zero active listings in the numeric highlight section. Success stories provide purely qualitative praise without mentioning sale prices, time-on-market, or specific locations, making the claims of expert home valuation impossible to verify.

[See how to improve >](#)

INDUSTRY MATCH & SCORE SUMMARY

Real Estate, Property & Lettings Reputation: Pattinson Estate Agents

Reputation: 33 / 100

(www.pattinson.co.uk)

INDUSTRY CLASSIFICATION

The website perfectly aligns with the Real Estate, Property & Lettings industry. Its content covers the full lifecycle of property transactions including sales, lettings, auctions, and mortgage services.

"The score of 33 is driven primarily by Information Density and Identity/Authority gaps. The failure to provide actual property counts while claiming market leadership is a major substance penalty. The total absence of schema and professional credentials in a highly regulated industry like real estate creates a significant credibility deficit."

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.pattinson.co.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 22, 2026

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