

AI Reputation Analysis and Signal Evaluation - Pigeon

BRAND AI REPUTATION

Real Estate, Property & Lettings Reputation: Pigeon (pigeon.co.uk)

https://pigeon.co.uk

Industry: Real Estate, Property & Lettings



REAL ESTATE, PROPERTY & LETTINGS

53.5 Avg Reputation

Based on 434 businesses audited.

REPUTATION LEVEL

HIGHER REPUTATION THAN AVERAGE

Pigeon has 12.5 points more reputation than the average for Real Estate, Property & Lettings.

EXPERT VERDICT

Pigeon is a legitimate regional powerhouse that suffers from a case of technical neglect and trust theatre. While the substance of their land holdings and project history is objectively massive, their reliance on unverified internal reviews and aging case studies creates a surface-level bullshit sheen that belies their actual scale.

[See how to improve >](#)

INFO DENSITY

Power-words vs. Substance ratio.

22

73% Reputation

The homepage is substantially lower in density than the sub-pages, relying on power words like leading, holistic, and exciting without immediate qualifiers. However, the sub-pages deliver significant substance, citing an 8.5 million sq ft commercial pipeline and a 1.9 billion pound GDV. Body text contains specific technical details regarding Land Promotion structures (Promotion vs. Option vs. Hybrid agreements) and names major industry partners like Savills, Taylor Wimpey, and Redrow Homes.

SEMANTIC COHERENCE

Homepage promise vs. Sub-page reality.

19

95% Reputation

There is minimal semantic drift across the site. The homepage H2 claim of adding value through property expertise is directly supported by the Land and Development pages, which detail specific methodologies and historical projects. The promise of connecting people, property, and places from the homepage is grounded by the Who We Are page's focus on regional development and community-led design.

TRUST & PROOF

Verifiable evidence vs. Trust Theatre.

8

40% Reputation

DIAGNOSIS: TRUST THEATRE

The site triggers the trust theatre flag because it displays a review_count (9 on the Land page) without any proof_links_count or clickable external validation. While it includes named testimonials from figures like Tom Fraser (Savills) and Patrick Fisher, these are static text without verifiable links. Performance claims such as a high success rate are asserted but not supported by a specific percentage or independent audit link.

EVIDENCE: PROOF DENSITY

The proof density is high in terms of volume but moderate in terms of recency. The site lists over 10 specific case studies with acreages, unit counts (e.g., 5,000 homes at Thetford), and named purchasers. This outweighs the vague assertions, though the lack of external proof paths (links to planning approvals or news articles) keeps the score in the low-30s.

COMMODITY FINGERPRINT

Detection of industry cliches/templates.

9

60% Reputation

The site uses standard industry clichés such as intelligence and imagination and bespoke approach. The value proposition of maximizing returns for landowners is a commodity claim in the land promotion sector. However, the footprint of specific regional knowledge in the Eastern region and the integration of Cambridge Power for renewables provides a level of differentiation that moves it away from a pure template model.

IDENTITY & AUTHORITY

Expert verifiability & Schema depth.

8

53% Reputation

DIAGNOSIS: AUTHORITY GAPS

The site lists a highly experienced board of directors with verifiable backgrounds at Bidwells and Savills, yet the technical implementation fails to connect these experts via Person schema or sameAs links. There is a technical credibility gap as multiple pages, including the homepage, have empty H1 tags, indicating a lack of basic technical SEO/structural hygiene despite claims of professional excellence.

EVIDENCE: PERFORMANCE VS. CLAIMS

There is a slight disconnect between the marketing tone of forward-thinking property company and the actual evidence provided, which is increasingly stale. As of May 2026, many primary case studies (Thetford 2015, Sherburn 2019, Stevenage 2021) are 5-10 years old, suggesting a possible slowdown in recent realized outcomes compared to the pipeline claims.

[See how to improve >](#)

INDUSTRY MATCH & SCORE SUMMARY

Real Estate, Property & Lettings Reputation: Pigeon (pigeon.co.uk)

Reputation: 66 / 100

INDUSTRY CLASSIFICATION

The website perfectly aligns with the Land Promotion and Commercial Development industry. The content focuses on strategic planning, promotion agreements, and large-scale residential and employment schemes, which are standard for this specialized real estate niche.

"The score of 66 is primarily driven by Trust and Proof (12 points) due to unverified reviews and stale case study dates relative to the 2026 anchor. Information density and authority gaps also contributed due to empty H1 tags and a lack of structured data for named experts. Semantic coherence was nearly perfect, preventing a higher BS 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 <https://pigeon.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 30, 2026

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