

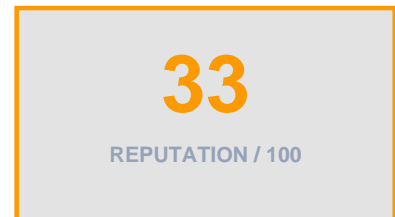
AI Reputation Analysis and Signal Evaluation - SKM Studio Property Marketing

BRAND AI REPUTATION

Real Estate, Property & Lettings Reputation:
SKM Studio Property Marketing
(www.skmstudio.co.uk)

http://www.skmstudio.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

SKM Studio Property Marketing has 20.5 points less reputation than the average for Real Estate, Property & Lettings.

EXPERT VERDICT

SKM Studio functions less like a professional marketing service and more like a private file-delivery portal with a thin marketing skin. It fails to substantiate any of its photography or piloting claims with public-facing evidence, making its 15-year experience claim unverifiable fluff.

[See how to improve >](#)

INFO DENSITY

Power-words vs. Substance ratio.

18

60% Reputation

The site exhibits high fluff through redundant H1 tags and content-free sub-pages. The homepage mentions 15 yrs experience and CAA Permission, which provide some substance, but these are buried under a mountain of empty headings such as [H1] and [H2]. Most body text is dedicated to system login instructions rather than service depth or methodologies. The specificity of the physical address in the H3 is one of the few anchors of real-world evidence.

SEMANTIC COHERENCE

Homepage promise vs. Sub-page reality.

2

10% Reputation

There is a severe disconnect between navigational intent and page content across the site. The Order Page, Contact Us, and Estate Agents URLs all return the exact same generic instructions to enter your passcode. A user looking for a service description or contact method is instead met with a locked file-delivery system, representing maximum semantic drift from the marketing signal to a utility portal.

TRUST & PROOF

Verifiable evidence vs. Trust Theatre.

10

50% Reputation

DIAGNOSIS: TRUST THEATRE

While the site does not use typical trust theatre flags like fake reviews?noting a review_count of 0?it suffers from a total absence of proof paths. Claims such as Experienced Pilots and Best Prices are presented without any linked evidence or third-party validation. There is no external verification, and the proof_links_count remains negligible across the entire crawled structure.

EVIDENCE: PROOF DENSITY

The ratio of verifiable evidence to unsubstantiated claims is extremely low. Beyond the physical office address and technical video specs (1080p & 4K), there are zero specific project results or named estate agency clients. The site relies on a utility-first model that expects trust without providing the density of evidence required by the marketing claims.

COMMODITY FINGERPRINT

Detection of industry cliches/templates.

3

20% Reputation

The value proposition is entirely generic, utilizing commodity phrases like Property Marketing Best Prices and Professional Photos. The sub-pages are identical templates, showing a Client Area instruction set that could be applied to any generic file-hosting service. There is no unique positioning that distinguishes this studio from any other local property service provider.

IDENTITY & AUTHORITY

Expert verifiability & Schema depth.

0

0% Reputation

DIAGNOSIS: AUTHORITY GAPS

Technical authority is undermined by a non-existent schema_json and a broken heading hierarchy featuring multiple empty H1 tags. No individual experts are named or linked to professional profiles, and the claim of being Fully Insured lacks any digital footprint or certificate link. The absence of Organization or Service schema creates a significant identity and authority vacuum.

EVIDENCE: PERFORMANCE VS. CLAIMS

The site makes bold claims of having 15 years experience and CAA permission but provides no visual evidence, case studies, or client list to back them up. In a visual industry like property photography, the absence of a public portfolio while claiming high-end 4K filming is a major disconnect. The performance claims are purely anecdotal with no substantive confirmation.

[See how to improve >](#)

INDUSTRY MATCH & SCORE SUMMARY

Real Estate, Property & Lettings Reputation: SKM Studio Property Marketing (www.skmstudio.co.uk)

Reputation: 33 / 100

INDUSTRY CLASSIFICATION

The site provides specialized B2B services including EPCs, floor plans, and photography specifically for the estate agency sector. The content, though sparse, confirms a clear alignment with the Real Estate, Property & Lettings industry as a technical marketing supplier.

"The score is primarily driven by maximum penalties in Semantic Coherence and Identity & Authority. The site's sub-pages provide zero unique information, and the total lack of schema or named expertise creates a high distance between the brand's claims and its proof. A score of 33 reflects a business that operates in the shadows of a private portal rather than proving its market claims publicly."

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.skmstudio.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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