

AI Reputation Analysis and Signal Evaluation - PerkinElmer

BRAND AI REPUTATION

Science, Research & Laboratories Reputation: PerkinElmer (perkinelmer.com)

https://perkinelmer.com

Industry: Science, Research & Laboratories



REPUTATION LEVEL

SCIENCE, RESEARCH & LABORATORIES

65.7 Avg Reputation

Based on 126 businesses audited.

HIGHER REPUTATION THAN AVERAGE

PerkinElmer has 2.3 points more reputation than the average for Science, Research & Laboratories.

EXPERT VERDICT

PerkinElmer is a high-substance scientific entity that occasionally hides its technical brilliance behind layers of corporate purpose-washing. It successfully bridges the gap between lofty ESG goals and the gritty reality of dairy analysis and genomic research, though its digital trust signals need significant hardening.

[See how to improve >](#)

INFO DENSITY

Power-words vs. Substance ratio.

23

77% Reputation

The site exhibits a dual-layered information density. The primary hero sections contain significant fluff, such as [H1] We believe in the power of science to transform our world, but the body text quickly transitions to high-substance technical specifications. Specificity is high, citing model names like Avio 3000 ICP-OES and Clarus Nova GC, alongside hard metrics such as 800,000+ hours returned to science and offices in 35 countries.

SEMANTIC COHERENCE

Homepage promise vs. Sub-page reality.

17

85% Reputation

Alignment between the homepage and sub-pages is strong, with very low drift. The homepage promises Delivering Solutions That Drive Progress, which is directly supported by the OneSource page's detailed breakdown of Integrated Laboratory & Manufacturing Solutions and the Agriculture page's focus on industry-specific analyzers. There is no contradiction between the enterprise positioning and the granular product offerings.

TRUST & PROOF

Verifiable evidence vs. Trust Theatre.

12

60% Reputation

DIAGNOSIS: TRUST THEATRE

Trust signals are the weakest point of the content. While the site mentions 100+ biopharma partnerships, it fails to provide external proof paths or direct links to certifications like ISO 17025 or GLP accreditation numbers. The review_count of 1 across all pages suggests a placeholder or unpopulated trust module, which is a classic trust theatre flag for an enterprise entity.

EVIDENCE: PROOF DENSITY

The ratio of evidence to fluff is favorable. For every vague assertion like People power progress, there are multiple specific proof points regarding manufacturing presence in three continents or serving customers in 168 countries. The site provides a higher density of technical specifications than the average enterprise laboratory site, though external validation links are missing.

COMMODITY FINGERPRINT

Detection of industry cliches/templates.

9

60% Reputation

The site uses standard industry clichés such as pioneering innovation and trusted insights, but its value proposition is protected from commodity status by its proprietary technology stack. Terms like LactoScope 500 and truXTRAC FFPE extraction are unique to the brand and cannot be copy-pasted by competitors. However, sections like About PerkinElmer and Commitment to a Sustainable Future use largely generic corporate language.

IDENTITY & AUTHORITY

Expert verifiability & Schema depth.

7

47% Reputation

DIAGNOSIS: AUTHORITY GAPS

There is a notable authority gap regarding named expertise. While the brand itself is authoritative, there are no named Principal Investigators or scientists linked to the technical claims in the provided data. Furthermore, the absence of schema_json (null) indicates a technical credibility gap where structured data is not being used to reinforce the brand's position as an industry leader.

EVIDENCE: PERFORMANCE VS. CLAIMS

The marketing tone is aspirational but generally anchored by real-world applications. Bold claims like empowering progress are backed by specific examples such as the launch of the truCOLLECT Solution for decentralized blood collection. The primary disconnect is the lack of specific, linked case studies to verify the metric of 800,000+ hours returned to science.

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INDUSTRY MATCH & SCORE SUMMARY

**Science, Research & Laboratories Reputation: PerkinElmer
(perkinelmer.com)**

Reputation: 68 / 100

INDUSTRY CLASSIFICATION

The website perfectly matches the Science, Research & Laboratories industry. It demonstrates high technical depth with specific mentions of analytical methodologies like Fourier Transform Infrared Spectroscopy (FT-IR) and High-Performance Liquid Chromatography (HPLC).

"The BS score of 68 represents a Low BS rating. Points were primarily lost in the Identity and Authority pillar due to the lack of structured data and named expert footprints, as well as the Trust and Proof pillar for failing to provide outbound proof paths for their high-level performance metrics."

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://perkinelmer.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: May 24, 2026

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