

AI Reputation Analysis and Signal Evaluation - LeShuttle

BRAND AI REPUTATION

Travel, Tourism & Booking Platforms Reputation: LeShuttle (eurotunnel.com)

https://eurotunnel.com

Industry: Travel, Tourism & Booking Platforms



REPUTATION LEVEL

TRAVEL, TOURISM & BOOKING PLATFORMS

55 Avg Reputation

Based on 641 businesses audited.

HIGHER REPUTATION THAN AVERAGE

LeShuttle has 25 points more reputation than the average for Travel, Tourism & Booking Platforms.

EXPERT VERDICT

This is a rare example of a high-substance utility website that uses marketing as a wrapper for hard operational data. The BS is almost entirely confined to the 'eco-friendly' and 'unforgettable' adjective fluff, while the core service metrics are transparently quantified. It is a utility site masquerading as a travel blog, but the engineering data is doing the heavy lifting.

[See how to improve >](#)

INFO DENSITY

Power-words vs. Substance ratio.

24

80% Reputation

The Information Density is high due to the abundance of specific technical data. For example, the site moves beyond the [H1] 'From £59*' to define exactly what that covers in the footer: a mandatory return day/overnight ticket for an average-sized BMW 3 Series. Instead of vague promises, it provides a measurable performance metric: 'The average crossing time between November 2024 and October 2025 was 35 minutes 17 seconds.' Only 14% of H1-H2 headings contain fluff (e.g., 'Begin your road trip adventure'), while the rest are functional or destination-specific.

SEMANTIC COHERENCE

Homepage promise vs. Sub-page reality.

18

90% Reputation

There is minimal semantic drift between the homepage signal and the supporting content. The primary H1 promise of 'Folkestone to Calais in 35 minutes' is directly supported by the technical footnotes providing 2025 average crossing data. However, there is a minor technical disconnect evidenced by the crawl: the 'Booking' sub-pages (Login and Trip Details) returned zero content, suggesting a reliance on a closed-loop system that prevents external verification of the booking UI or price transparency before account creation.

TRUST & PROOF

Verifiable evidence vs. Trust Theatre.

15

75% Reputation

DIAGNOSIS: TRUST THEATRE

The site avoids most trust theatre traps, though it displays a Trustpilot mention with a review_count of only 2 in the structured data, which is statistically insignificant for a major transport provider. The 'Most popular choice' claim is backed by a specific IRN data point: '59.9%* of short straits car traffic.' The only unverified claim is the 'eco-friendly' assertion, which lacks a specific carbon-per-passenger comparison to ferries or flights to substantiate the 'Most eco-friendly way' meta description.

EVIDENCE: PROOF DENSITY

The ratio of verifiable evidence to assertions is high. For every marketing claim like 'Most popular choice,' there is a corresponding data source (IRN, 1st Jan to 30th June 2024). The specificity regarding vehicle dimensions (BMW 3 Series as the benchmark for 61% of traffic) provides a level of substance rarely seen in the 'Value Prop Clichés' of the travel industry.

COMMODITY FINGERPRINT

Detection of industry cliches/templates.

11

73% Reputation

The site uses some industry clichés like 'unforgettable journey' and 'unforgettable adventure,' but these are secondary to the utility-based value proposition. The proposition is highly unique to the entity (the only train-based car shuttle through the Channel Tunnel), making it impossible to copy-paste onto a competitor without losing all factual coherence. Boilerplate 'Travel Guides' exist but are populated with specific regional destinations like Belgium and Holland rather than generic global lists.

IDENTITY & AUTHORITY

Expert verifiability & Schema depth.

12

80% Reputation

DIAGNOSIS: AUTHORITY GAPS

The authority is established through the Organization schema which includes social profiles and localized contact points for seven different countries. There is no Person schema for leadership, which is typical for a large utility provider where authority is derived from infrastructure rather than individual influencers. The technical implementation is mostly clean, though the broken heading hierarchy on the UK-EN landing page suggests some CMS template neglect.

EVIDENCE: PERFORMANCE VS. CLAIMS

Unlike many travel sites, LeShuttle actually provides the evidence for its performance claims in a visible T&C section. The '35 minutes' claim is not just marketing; it is a tracked operational average (35m 17s) shared with the user. The '£59' price point is qualified with specific departure time windows (before 05:00 or after 18:00), reducing the 'bait and switch' factor common in travel booking.

[See how to improve >](#)

INDUSTRY MATCH & SCORE SUMMARY

**Travel, Tourism & Booking Platforms Reputation: LeShuttle
(eurotunnel.com)**

Reputation: 80 / 100

INDUSTRY CLASSIFICATION

The site fits the Travel and Booking industry perfectly, functioning as a direct service provider for cross-channel transit. The content focuses on logistics (timing, vehicle types, passenger counts) rather than the purely aspirational 'experiential travel' common in agency-style BS.

"The low BS score of 80 is driven by the extreme specificity in the terms and conditions and the operational data used to back the hero claims. The score would be even lower if the 'eco-friendly' claim was substantiated with data and if the booking pages were transparently crawlable. Identity and Authority points were only lost due to the lack of named technical leadership or individual expertise in the schema."

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://eurotunnel.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 30, 2026

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