

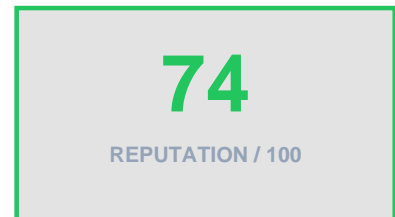
# AI Reputation Analysis and Signal Evaluation - Visit IOM

## BRAND AI REPUTATION

### Travel, Tourism & Booking Platforms Reputation: Visit IOM (visitiom.co.uk)

http://visitiom.co.uk

Industry: Travel, Tourism & Booking Platforms



REPUTATION LEVEL

## TRAVEL, TOURISM & BOOKING PLATFORMS

### 55 Avg Reputation

Based on 641 businesses audited.

#### HIGHER REPUTATION THAN AVERAGE

Visit IOM has 19 points more reputation than the average for Travel, Tourism & Booking Platforms.

## EXPERT VERDICT

Visit IOM is a rare example of a utility-first travel site that prioritizes local context over marketing vaporware. Its low BS score is driven by a wealth of specific Manx data, though it currently operates as a faceless entity with missing regulatory identifiers. It provides genuine substance but lacks the technical authority to fully close the trust loop.

[See how to improve >](#)

## INFO DENSITY

Power-words vs. Substance ratio.

23

77% Reputation

Information density is exceptionally high for the travel industry. Headings largely eschew power words in favor of specific entities and dates, such as Gran Fondo Isle of Man 2026 and World Tin Bath Championship Castletown 2026. While there is minor fluff in H2s like Something for Everyone, the body text provides concrete numbers including lap speeds (132 mph), circuit lengths (37.73 miles), and specific local culinary items like Loaghtan lamb and Manx Queenies.

## SEMANTIC COHERENCE

Homepage promise vs. Sub-page reality.

20

100% Reputation

There is zero detectable semantic drift between the homepage signal and sub-page substance. The homepage H1 Holidays to the Isle of Man - Visit IOM is backed by granular detail on the TT 2026 page and the Holiday Extras page, which lists specific pricing for taxi transfers and museum entries. The promise of being a locally based specialist is supported by high-context advice regarding ferry booking cycles and football club campsites.

## TRUST & PROOF

Verifiable evidence vs. Trust Theatre.

13

65% Reputation

### DIAGNOSIS: TRUST THEATRE

The site displays a review\_count of 12 on the homepage and 9 on several sub-pages, but there is a lack of direct proof\_links to third-party verification platforms like Trustpilot or TripAdvisor. While it claims ATOL, IATA, and ABTA protection, the specific license numbers are notably absent from the clean text provided. This creates a minor trust theatre effect where the brand asks for confidence without providing the technical receipts.

### EVIDENCE: PROOF DENSITY

The proof density is robust regarding destination facts but thin regarding corporate credentials. Verifiable evidence includes specific event dates for 2026/2027 and transparent pricing (e.g., from £136 pp). However, the ratio of verifiable financial protection (actual ATOL numbers) to stated claims is zero, which is a red flag in the UK travel market.

## COMMODITY FINGERPRINT

Detection of industry cliches/templates.

12

80% Reputation

The value proposition is highly unique due to its geographic specialization, making it impossible to copy-paste onto a competitor outside of the Isle of Man. Cliché density is low, though it does utilize standard industry markers like curated itineraries and locally based specialists. Boilerplate sections are limited to functional areas like Need Help? and About Us, but even these are contextualized to the island.

## IDENTITY & AUTHORITY

Expert verifiability & Schema depth.

6

40% Reputation

### DIAGNOSIS: AUTHORITY GAPS

A significant authority gap exists due to the total absence of structured data (schema\_json is null) and the lack of named experts. While the site repeatedly claims the team is locally based, it fails to name a single human advisor or provide Person schema to verify these claims. The technical implementation lacks the Organization and sameAs links necessary to verify its standing as an Official Travel Operator.

### EVIDENCE: PERFORMANCE VS. CLAIMS

The site avoids bold, unverifiable performance claims (e.g., best prices in the world) and instead focuses on specific offerings. The only minor disconnect is the claim of being an island destination specialist without providing the digital footprint of the specialists themselves. Most claims are tied to fixed dates and events, which provides built-in accountability.

[See how to improve >](#)

## INDUSTRY MATCH & SCORE SUMMARY

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**Travel, Tourism & Booking Platforms Reputation: Visit IOM (visitiom.co.uk)**

**Reputation: 74 / 100**

### INDUSTRY CLASSIFICATION

The website perfectly aligns with the Travel and Tourism category, specifically functioning as a Destination Management and niche booking platform for the Isle of Man. The content is heavily focused on local logistics, event-based travel, and regional accommodation, confirming its role as a specialist operator.

*"The score of 74 reflects a high-substance site with technical and authority gaps. The Information Density and Semantic Coherence pillars are near-perfect, while the Trust and Proof and Identity and Authority pillars carry the bulk of the score due to missing license numbers and a lack of schema/named experts. Compared to industry averages, this site is remarkably low in bullshit."*

### 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://visitiom.co.uk> to view the most current version of its content and see directly what this company is about and what it offers.

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Verified Analysis Date: May 21, 2026

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