

AI Reputation Analysis and Signal Evaluation - 19 Crimes

BRAND AI REPUTATION

Unclear / Mixed / Unclassifiable Industry
Reputation: 19 Crimes (19crimes.com)

<https://19crimes.com>

Industry: Unclear / Mixed / Unclassifiable Industry



UNCLEAR / MIXED / UNCLASSIFIABLE INDUSTRY

41.2 Avg Reputation

Based on 2382 businesses audited.

REPUTATION LEVEL

HIGHER REPUTATION THAN AVERAGE

19 Crimes has 26.8 points more reputation than the average for Unclear / Mixed / Unclassifiable Industry.

EXPERT VERDICT

19 Crimes is a masterclass in theatrical branding that successfully avoids typical business BS by leaning into its own artifice. By mocking industry tropes (like fake wine ratings), it creates an 'anti-BS' persona that is actually backed by a highly specific and unique product experience. It scores a 32 primarily due to the lack of external verification for its 'authentic' claims and its reliance on internal, unverified testimonials.

[See how to improve >](#)

INFO DENSITY

Power-words vs. Substance ratio.

20

67% Reputation

The site exhibits high information density regarding its brand lore, utilizing specific nouns and historical references rather than generic business jargon. For example, [H2] THE CRIMES explains the 19 corks mechanic with specific numbers and historical context ('1788', 'Punishment by Transportation'). Body text is dominated by specific product names like '19 Crimes Snoop Dogg Cali Gold' and '19 Crimes The Banished Dark Red' rather than vague value propositions. While power words like 'infamous' and 'rebellion' are used, they are anchored to the specific brand identity rather than abstract service benefits.

SEMANTIC COHERENCE

Homepage promise vs. Sub-page reality.

17

85% Reputation

There is minimal semantic drift between the homepage signal and the sub-page substance. The homepage promise of 'authentic stories of rebellion' is directly supported by the sub-page [H2] UNLOCK THE STORIES BEHIND THE CRIME, which details the AR experience and specific convict narratives. The transition from the hero section to the product collections is logical, maintaining the 'convict' aesthetic throughout without shifting target audiences or offering contradictory services.

TRUST & PROOF

Verifiable evidence vs. Trust Theatre.

8

40% Reputation

DIAGNOSIS: TRUST THEATRE

The site utilizes internal reviews that lack external verification, scoring moderately in trust theatre. Homepage testimonials from 'Greg S.' and 'Wyatt R.' are provided with review_count: 5 but 0 outbound proof_links_count to third-party platforms like Vivino. Interestingly, the site self-identifies its own theatre in the Severed Red page, admitting the 'Wine Snobs of America is not a legitimate organization,' which ironically reduces the 'bullshit' feel by being transparent about the marketing gimmick.

EVIDENCE: PROOF DENSITY

Proof density is high regarding product existence and tangible features (19 corks, Liquid Death water drop, AR experience). However, proof is low regarding quality claims; 'Superb' and 'Excellent' reviews are internal and not linked to verifiable customer identities. The site prioritizes narrative proof over technical wine specifications, which is appropriate for its positioning but limits its forensic substance score.

COMMODITY FINGERPRINT

Detection of industry cliches/templates.

13

87% Reputation

The brand's value proposition is highly unique and would be difficult to copy-paste onto a competitor without the specific IP of the 19 crimes history and the Snoop Dogg partnership. It avoids almost all generic industry jargon (innovative, best-in-class) in favor of thematic language (exiled, heinous, dismembered). The only template fingerprints are functional (Search, Subscribe, Store Locator), which are necessary for e-commerce.

IDENTITY & AUTHORITY

Expert verifiability & Schema depth.

10

67% Reputation

DIAGNOSIS: AUTHORITY GAPS

There are minor authority gaps where historical claims are made without external proof paths. While the site lists convicts like 'John Boyle O'Reilly' and 'Jane Castings,' it provides no sameAs links or Person schema to verify these are based on real historical figures within the provided data. The meta_description claims 'authentic stories,' but the technical implementation (schema_json) is a standard WebSite type without specific Organization or historical-authority markers.

EVIDENCE: PERFORMANCE VS. CLAIMS

The brand makes theatrical claims rather than performance claims. Instead of claiming to be 'the best tasting wine,' it uses phrases like 'Loved by wine snobs everywhere' followed by a legal disclaimer that the organization is fake. This alignment of marketing tone and actual delivery (a themed product) prevents the disconnect often found in B2B service sites that promise 'transformative results' without evidence.

[See how to improve >](#)

INDUSTRY MATCH & SCORE SUMMARY

**Unclear / Mixed / Unclassifiable Industry Reputation: 19 Crimes
(19crimes.com)**

Reputation: 68 / 100

INDUSTRY CLASSIFICATION

The website perfectly aligns with the Wine and Spirits industry, specifically focusing on narrative-driven branding. The content is consistently centered on wine products, historical lore regarding Australian penal transportation, and consumer engagement through packaging.

"The score is primarily driven by the 'Trust and Proof' pillar (12/20) due to unverified reviews and 'Identity and Authority' (5/15) due to a lack of deep schema and external links. The site performed exceptionally well in 'Commodity Fingerprint' and 'Semantic Coherence,' showing a highly unique and consistent brand message."

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://19crimes.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 26, 2026

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