

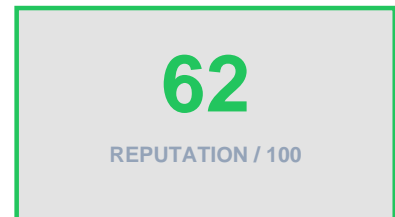
AI Reputation Analysis and Signal Evaluation - Adjust Massage

BRAND AI REPUTATION

Wellness, Therapy & Mental Health Reputation: Adjust Massage (adjustmassage.co.uk)

<https://adjustmassage.co.uk>

Industry: Wellness, Therapy & Mental Health



WELLNESS, THERAPY & MENTAL HEALTH

53.5 Avg Reputation

Based on 258 businesses audited.

REPUTATION LEVEL

HIGHER REPUTATION THAN AVERAGE

Adjust Massage has 8.5 points more reputation than the average for Wellness, Therapy & Mental Health.

EXPERT VERDICT

Adjust Massage is a high-substance, low-BS service provider that prioritizes transparent pricing and logistical proof over marketing jargon. While it uses some common wellness clichés in its headings, the technical depth of its structured data and consistent pricing model proves it is a legitimate multi-location clinical operation.

[See how to improve >](#)

INFO DENSITY

Power-words vs. Substance ratio.

17

57% Reputation

The information density is relatively high due to the presence of specific pricing (£58 for 1 hour, £48 for 45 minutes) and a clear list of six physical clinic locations. However, the heading fluff saturation is significant, with H2s like 'WE WANT TO HELP YOU FEEL BETTER' and 'Exactly what it says on the tin!' providing zero technical or service-specific detail. The body text provides substance by detailing the specific protocol for the first session, including a movement and posture consultation. The specificity is further bolstered by the disclosure of the founding year (2014) and a total employee count of 66 in the structured data.

SEMANTIC COHERENCE

Homepage promise vs. Sub-page reality.

16

80% Reputation

There is very little semantic drift between the homepage signal and the sub-page content. The homepage H1 'Adjust Massage' and meta description promising sports and holistic massage are directly supported by sub-pages for 'Pregnancy Massage', 'Back Massage', and 'Swedish Massage'. The pricing remains consistent across all service pages, and the service descriptions match the 'professional, personalised care' positioning established in the hero section. No contradictions were found regarding target audiences or service levels.

TRUST & PROOF

Verifiable evidence vs. Trust Theatre.

12

60% Reputation

DIAGNOSIS: TRUST THEATRE

The site presents a moderate amount of trust theatre; while the schema reports significant review counts (e.g., 136 for pregnancy massage), there are no outbound proof links to verify these on third-party platforms like Google or Trustpilot within the text content. The testimonials include full names like 'Megan Turner' and 'Leanne Miller', which adds some credibility, but the `trust_theatre_flag` remains false as there is no visual 'review widget' badge verified. The claim of having a 'highly qualified' team is made repeatedly without listing specific professional registration numbers (e.g., HCPC or SMA) in the crawled text.

EVIDENCE: PROOF DENSITY

Proof density is high regarding logistical and operational metrics. The site explicitly mentions its founding date, its expansion into 6 specific clinics across the Midlands, and its staff size of 66. Every service listed is accompanied by a concrete price point and appointment duration, which provides high substance for the consumer. The primary weakness in proof density is the lack of verifiable links to external therapeutic registrations or clinical evidence for the 'complementary health therapies'.

COMMODITY FINGERPRINT

Detection of industry cliches/templates.

6

40% Reputation

The site exhibits a standard wellness commodity fingerprint through the use of industry-standard phrases like 'me time', 'relax and recharge', and 'dissolve the stresses and strains'. The heading H3 'TREATMENT prices' is a repeated template fingerprint used across multiple sub-pages. While the multi-clinic geographic footprint provides some brand differentiation, the core value proposition of 'helping you feel better' is a high-frequency cliché that could be applied to any competitor in the same region. The 'Book Now' calls to action are ubiquitous but well-integrated with specific service offerings.

IDENTITY & AUTHORITY

Expert verifiability & Schema depth.

11

73% Reputation

DIAGNOSIS: AUTHORITY GAPS

Authority is well-established for the brand entity, but minor gaps exist for the individual practitioners. James Sylvester is identified as the founder in the schema with a 12-year track record (founded 2014), providing strong organizational authority. While therapists like 'Hayley' and 'Sammi' are named in testimonials, they lack individual 'Person' schema or direct links to professional certifications. The technical implementation is robust, featuring granular LocalBusiness structured data for each clinic location, which significantly reduces the BS score in this pillar.

EVIDENCE: PERFORMANCE VS. CLAIMS

The marketing tone is surprisingly grounded for the wellness industry. Instead of making bold, unverifiable claims of 'life transformation', the site uses modest assertions such as 'alleviate the pregnancy aches and pains' and 'reduce musculoskeletal pain'. These claims are supported by descriptions of technical protocols, such as checking 'movement & posture' during the initial consultation. The disconnect between marketing 'hot air' and technical reality is minimal.

[See how to improve >](#)

INDUSTRY MATCH & SCORE SUMMARY

Wellness, Therapy & Mental Health Reputation: Adjust Massage
(adjustmassage.co.uk)

Reputation: 62 / 100

INDUSTRY CLASSIFICATION

The content perfectly aligns with the Wellness, Therapy & Mental Health sector, specifically targeting sports and holistic massage. The use of clinical terminology like 'manual lymphatic drainage', 'MSK Ultrasound', and 'musculoskeletal pain' confirms a professional therapeutic focus rather than purely aesthetic wellness.

"The score of 62 is driven by strong technical authority and transparent pricing (IA and ID pillars). The moderate penalties in the CF and TP pillars come from the use of generic wellness clichés and the lack of external verification links for the hundreds of reviews mentioned in the metadata. Overall, this is a highly substantive site for the wellness category."

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://adjustmassage.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: June 21, 2026

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