

AI Reputation Analysis and Signal Evaluation - Cheddar & District Funeral Directors

BRAND AI REPUTATION

Wellness, Therapy & Mental Health
Reputation: Cheddar & District Funeral Directors (www.cheddardistrictfunerals.co.uk)

<https://www.cheddardistrictfunerals.co.uk>

Industry: Wellness, Therapy & Mental Health



REPUTATION LEVEL

WELLNESS, THERAPY & MENTAL HEALTH

53.5 Avg Reputation

Based on 258 businesses audited.

HIGHER REPUTATION THAN AVERAGE

Cheddar & District Funeral Directors has 28.5 points more reputation than the average for Wellness, Therapy & Mental Health.

EXPERT VERDICT

This is an unusually high-substance website that prioritizes local utility and logistical clarity over marketing fluff. The minimal BS detected stems almost entirely from technical schema inconsistencies and a lack of individual 'Person' validation for the owners. It is a benchmark for how local service businesses can build trust through transparency and helpfulness.

[See how to improve >](#)

INFO DENSITY

Power-words vs. Substance ratio.

27

90% Reputation

The site exhibits exceptionally high information density for a local business. Instead of vague promises, the What to Do When Someone Dies page lists specific registry office addresses, phone numbers, and opening hours for Bridgwater, Burnham-on-Sea, Glastonbury, and others. Body substance is anchored by specific logistics, such as the mention of Jaguar hearses and specific transport alternatives like motorcycles with sidecars, rather than generic power words.

SEMANTIC COHERENCE

Homepage promise vs. Sub-page reality.

20

100% Reputation

There is zero detectable semantic drift between the homepage signal and the sub-page content. The homepage H1 Funeral Directors Cheddar promises local family-run care, and the sub-pages deliver on that promise with granular advice and service details. The messaging remains focused on the local Somerset and North Somerset catchment areas throughout all six analyzed pages.

TRUST & PROOF

Verifiable evidence vs. Trust Theatre.

18

90% Reputation

DIAGNOSIS: TRUST THEATRE

The site avoids trust theatre by backing its 29 reviews with 3 primary proof links and third-party logos for the NAFD and SAIF. Testimonials are not anonymous; they include full names like Ali Chetwode and Sandy Mcghee, and contain specific narratives about the deceased (e.g., a daughter who died at age 14), which are difficult to fabricate and add significant emotional substance.

EVIDENCE: PROOF DENSITY

The proof density is high, with a strong ratio of specific facts to vague assertions. Verifiable evidence includes the physical address at Redcliffe Court, the specific NAFD and SAIF affiliation logos, and the exhaustive list of third-party registry office contacts. The 30 years experience claim is the only significant assertion that lacks a specific founding date or 'since [year]' marker.

COMMODITY FINGERPRINT

Detection of industry cliches/templates.

9

60% Reputation

While the value proposition uses industry-standard terms like 'caring and dignified' and 'family-run,' it escapes the commodity trap through local utility. The site's inclusion of a detailed guide for local registry offices makes it a functional tool for the community rather than just a marketing brochure. The only generic elements are the template fingerprints like 'Our Funeral Services' and 'Contact Us,' which are standard for the sector.

IDENTITY & AUTHORITY

Expert verifiability & Schema depth.

8

53% Reputation

DIAGNOSIS: AUTHORITY GAPS

A notable identity gap exists in the structured data: the WebSite schema identifies the business as Clevedon Funeral Services, while the Organization schema and on-page branding call it Cheddar & District Funeral Directors. This technical discrepancy creates a minor authority conflict. Furthermore, while the text references a 30-year history and team members like IAN, there is no Person schema or individual digital footprint to verify the professional credentials of the directors.

EVIDENCE: PERFORMANCE VS. CLAIMS

The site makes very few 'performance' claims, focusing instead on 'service' descriptions. The claim of being 'affordable' is presented alongside a specific section on Fees and Direct Cremations, suggesting transparency. There is no disconnect between the marketing tone and the demonstrated technical guidance provided in the advice sections.

See how to improve >

INDUSTRY MATCH & SCORE SUMMARY

Wellness, Therapy & Mental Health Reputation: Cheddar & District Funeral

Reputation: 82 / 100

Directors (www.cheddardistrictfunerals.co.uk)

INDUSTRY CLASSIFICATION

The site is a perfect match for Funeral Directing services, despite the provided industry dictionary focusing on Wellness and Therapy. It provides high-utility local information such as registry office locations, opening hours, and specific transport options, establishing it as a legitimate local service provider.

"The score of 82 reflects a 'Minimal BS' rating. The points lost were primarily in Identity and Authority (due to the schema name discrepancy) and Commodity Fingerprint (due to standard industry language). The site's performance in Information Density and Semantic Coherence is nearly perfect."

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://www.cheddardistrictfunerals.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: May 21, 2026

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