

AI Reputation Analysis and Signal Evaluation - Flo Health

BRAND AI REPUTATION

Wellness, Therapy & Mental Health Reputation: Flo Health (flo.health)

https://flo.health

Industry: Wellness, Therapy & Mental Health



WELLNESS, THERAPY & MENTAL HEALTH

53.5 Avg Reputation

Based on 258 businesses audited.

REPUTATION LEVEL

HIGHER REPUTATION THAN AVERAGE

Flo Health has 16.5 points more reputation than the average for Wellness, Therapy & Mental Health.

EXPERT VERDICT

Flo is a high-substance product with a professional footprint, marred only by its reliance on stale 3-to-5-year-old survey data to support its 'world-leading' claims. It successfully avoids the 'wellness fluff' trap by grounding its value prop in measurable symptom tracking and expert-backed content.

[See how to improve >](#)

INFO DENSITY

Power-words vs. Substance ratio.

22

73% Reputation

The site maintains a high ratio of substance to fluff, citing specific metrics such as '420 million people,' '70+ symptoms,' and a team of '100+ doctors.' Fluff is concentrated in H1 and H3 tags with power-word saturation like 'world's #1' and 'trusted by millions' without immediate technical qualifiers. Concept repetition is moderate, with the '77 million monthly users' claim appearing on every sub-page analyzed.

SEMANTIC COHERENCE

Homepage promise vs. Sub-page reality.

19

95% Reputation

Semantic drift is nearly non-existent; the homepage H1 promises a women's health app, and the sub-pages deliver granular product tours for its three main modes: cycle tracking, ovulation/TTC, and pregnancy. There is no disconnect between the 'free' signal on the homepage and the detailed 'Flo Premium' explanations in the FAQs of the sub-pages.

TRUST & PROOF

Verifiable evidence vs. Trust Theatre.

11

55% Reputation

DIAGNOSIS: TRUST THEATRE

The site heavily utilizes trust theatre by citing high review counts (1.5 million in schema) and aggregate ratings (4.8/5), yet relies on stale evidence. As of the May 2026 audit date, key proof points like the 'Survey of 500 US obstetricians and gynecologists, DRG, 2021' and 'Sensor Tower, August 2023' are stale or aging, reducing their weight as current forensic proof.

EVIDENCE: PROOF DENSITY

The ratio of verifiable evidence to vague assertions is high; the site includes 5 distinct footnote categories and specific technical specifications like 'end-to-end encryption.' However, the proof path is hindered by the lack of direct outbound links to the cited medical studies or the specific DRG 2021 report findings.

COMMODITY FINGERPRINT

Detection of industry cliches/templates.

9

60% Reputation

While the value proposition is standard for the category (track, understand, predict), Flo differentiates through specific features like 'Anonymous Mode' and 'FSA/HSA eligibility.' Cliché density is found in phrases like 'Know your body. Own your health,' which are highly copy-pastable to competitors like Clue or Ovia.

IDENTITY & AUTHORITY

Expert verifiability & Schema depth.

9

60% Reputation

DIAGNOSIS: AUTHORITY GAPS

Authority is primarily claimed through a collective 'team of 100+ doctors' rather than individual Person schema. While specific experts like 'Dr. Rahman' and editors like 'Natasha from Cosmopolitan' are mentioned in text, they lack accompanying sameAs links or structured data footprints in the provided crawl, creating a verification gap for their medical credentials.

EVIDENCE: PERFORMANCE VS. CLAIMS

The 'world's #1' claim is bold but supported by a footnote referencing Sensor Tower downloads, though the date of that ranking (2023/2024) lags behind the current 2026 system date. Performance claims regarding user education (e.g., '89% felt more educated') are based on internal surveys from 2022, which are now stale forensic evidence.

[See how to improve >](#)

INDUSTRY MATCH & SCORE SUMMARY

Wellness, Therapy & Mental Health Reputation: Flo Health (flo.health)

Reputation: 70 / 100

INDUSTRY CLASSIFICATION

The site perfectly aligns with women's health and wellness tech. However, there is a minor disconnect from the provided 'Therapy & Mental Health' industry dictionary as Flo is a product-led health application rather than a clinical therapy practice, rendering several clinical jargon penalties inapplicable.

"The score of 70 is driven primarily by Trust and Proof (9/20) and Information Density (8/30). The reliance on stale 2021-2023 metrics in a 2026 context prevents a 'Minimal BS' score, while the high volume of specific product features and technical privacy claims keeps the score well out of the 'Moderate BS' range."

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://flo.health> 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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