

AI Reputation Analysis and Signal Evaluation - Kevin Moxon Family Funeral Directors

BRAND AI REPUTATION

Wellness, Therapy & Mental Health Reputation: Kevin Moxon Family Funeral Directors (kevinmoxonfunerals.com)

<https://kevinmoxonfunerals.com>

Industry: Wellness, Therapy & Mental Health



REPUTATION LEVEL

WELLNESS, THERAPY & MENTAL HEALTH

53.5 Avg Reputation

Based on 258 businesses audited.

HIGHER REPUTATION THAN AVERAGE

Kevin Moxon Family Funeral Directors has 34.5 points more reputation than the average for Wellness, Therapy & Mental Health.

EXPERT VERDICT

This site is a benchmark for low-BS service marketing. It swaps 'disruptive' and 'world-class' fluff for Volvo hearses, wicker coffins, and fixed prices, providing exactly the substance a grieving customer requires without the marketing theater.

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INFO DENSITY

Power-words vs. Substance ratio.

26

87% Reputation

The site exhibits high information density, specifically within its 'Our Funeral Prices' and 'About Us' pages. Unlike competitors that use vague emotional language, this site provides granular details such as a 'Volvo S80 Based Hearse,' 'Silk Floral Arrangements' that are 'free to use,' and exact pricing like '£1595.00' for direct cremation. Power word saturation is low, appearing only in standard headers like 'exceptional personal service,' while the body text is packed with specific nouns and verifiable logistical data.

SEMANTIC COHERENCE

Homepage promise vs. Sub-page reality.

19

95% Reputation

There is virtually no semantic drift between the homepage's high-level promises and the sub-page content. The homepage H1 'Family Funeral Directors' and the signal of 'Transparent Approach' are immediately validated on the pricing page with fully itemized cost structures. The claim of being 'Family Run' is substantiated on the 'About Us' page by naming nine specific staff members and their distinct roles within the Scarborough and Hull branches.

TRUST & PROOF

Verifiable evidence vs. Trust Theatre.

18

90% Reputation

DIAGNOSIS: TRUST THEATRE

Trust signals are grounded in industry-standard credentials rather than performative 'trust theatre.' The site prominently features its SAIF accreditation (Society of Allied and Independent Funeral Directors), which requires rigorous independent inspection, and it maintains a verified proof_links_count across multiple pages. Reviews are branch-specific and linked to Google Review prompts, providing a clear path for third-party verification of customer experiences.

EVIDENCE: PROOF DENSITY

Proof density is high relative to the industry. Verifiable evidence includes the specific date of the Hull branch opening (October 2023), the SAIF accreditation, the specific street addresses for two physical offices, and the inclusion of a musical recording ('Eventide') as proof of the bespoke music claim. The ratio of vague assertions to hard facts is heavily skewed toward fact-based service descriptions.

COMMODITY FINGERPRINT

Detection of industry cliches/templates.

12

80% Reputation

While the site uses common template structures like 'Our Services' and 'Find Your Local Branch,' the content is highly differentiated. The 'Simply Brass' section, detailing owner Kevin's history as a brass musician and offering 'bespoke musicians for services,' is a unique value proposition that could not be copy-pasted onto a competitor. Clichés are present (e.g., 'Caring for Your Family as Our Own') but are consistently followed by specific, non-generic service descriptions.

IDENTITY & AUTHORITY

Expert verifiability & Schema depth.

13

87% Reputation

DIAGNOSIS: AUTHORITY GAPS

Authority is established through tenure (25+ years experience) and specific branch locations. A minor authority gap exists because the structured data (schema_json) is limited to basic WebSite properties and lacks LocalBusiness or Person schema to digitally tie the named experts (Kevin, Julie, Helen) to their professional credentials or sameAs social profiles. However, the physical footprint and specific fleet details significantly mitigate this digital implementation gap.

EVIDENCE: PERFORMANCE VS. CLAIMS

The site makes few bold marketing performance claims, opting instead for a commitment-based 'Client Charter.' Its claims of being 'Affordable' and 'Transparent' are directly supported by the presence of a comprehensive Price List and Funeral Brochure. There is no disconnect between the 'Compassionate' tone of the marketing and the practical, supportive resources provided, such as the 'First Steps' guide for registering a death.

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INDUSTRY MATCH & SCORE SUMMARY

Wellness, Therapy & Mental Health Reputation: Kevin Moxon Family Funeral

Reputation: 88 / 100

Directors (kevinmoxonfunerals.com)

INDUSTRY CLASSIFICATION

The classification 'Wellness, Therapy & Mental Health' is an approximate match; the business is a funeral director service that primarily addresses the logistics of death care and bereavement support. It lacks the clinical jargon (CBT, EMDR) of the therapy dictionary because its focus is on compassionate vocational service rather than clinical intervention.

"The exceptionally low BS score of 88 is driven by the 'Our Funeral Prices' page, which provides rare financial transparency in a historically opaque industry. Minor points were lost only for technical schema omissions and the use of industry-standard emotive headers on the homepage. The presence of named staff and a highly specific ceremonial fleet prevents any meaningful commodity fingerprints from forming."

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://kevinmoxonfunerals.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 21, 2026

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