

AI Reputation Analysis and Signal Evaluation - Planetary Herbals

BRAND AI REPUTATION

Wellness, Therapy & Mental Health
Reputation: Planetary Herbals
(planetaryherbals.com)

<https://planetaryherbals.com>

Industry: Wellness, Therapy & Mental Health



REPUTATION LEVEL

WELLNESS, THERAPY & MENTAL HEALTH

53.5 Avg Reputation

Based on 258 businesses audited.

LOWER REPUTATION THAN AVERAGE

Planetary Herbals has 24.5 points less reputation than the average for Wellness, Therapy & Mental Health.

EXPERT VERDICT

Planetary Herbals is a digital ghost ship: a functional retail directory that provides zero substantive proof for its therapeutic claims. It operates on pure trust theatre, using a skeletal infrastructure to sell health products without a single named authority or verified clinical link.

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INFO DENSITY

Power-words vs. Substance ratio.

12

40% Reputation

The site exhibits extreme information scarcity, with the homepage containing only 301 characters of text and zero H1-H6 headings. Specificity is nearly absent, with only two quantitative claims identified: 'over 5000 stores nation-wide' and '18 health categories'. The body substance ratio is poor, as most text is composed of navigational links or product category lists rather than technical protocols or measurable outcomes.

SEMANTIC COHERENCE

Homepage promise vs. Sub-page reality.

10

50% Reputation

The primary signal of being an 'Herbal Supplement Provider' is technically met, but the homepage acts as a content-free gateway that fails to establish any value proposition before the user enters sub-pages. A significant disconnect exists between the high-level health category claims like 'Cardiovascular Health' and the lack of clinical substantiation on the navigational pages. The heading hierarchy is technically non-existent across all four pages, providing no structural narrative for the brand's expertise.

TRUST & PROOF

Verifiable evidence vs. Trust Theatre.

3

15% Reputation

DIAGNOSIS: TRUST THEATRE

Trust theatre is rampant, as evidenced by a `trust_theatre_flag` being true on all pages while the `review_count` is a stagnant 1 and the `proof_links_count` is 0. Claims like 'Unique Formulations' and 'Full Spectrum' are presented as marketing labels without outbound links to third-party certifications or lab reports. The site relies entirely on the 'as seen in' effect of listing major retailers like Walmart and Sprouts to borrow credibility it does not prove internally.

EVIDENCE: PROOF DENSITY

Verifiable evidence is restricted to a single claim of retail reach (5000 stores). Beyond this, the ratio of vague assertions (e.g., 'Advanced Search', 'Unique Formulations') to hard proof is approximately 10:1. No external validation paths exist for their manufacturing standards, ingredient sourcing, or health outcomes.

COMMODITY FINGERPRINT

Detection of industry cliches/templates.

3

20% Reputation

The value proposition is entirely commoditized; the `meta_title` 'Herbal Supplement Provider' could be applied to any competitor without modification. Industry clichés such as 'Natural Nutrients' and 'Full Spectrum' are used without unique positioning or technical differentiation. The site structure follows a skeletal boilerplate template (About Us, FAQ, Contact) with minimal effort to distinguish the brand's methodology from generic supplement wholesalers.

IDENTITY & AUTHORITY

Expert verifiability & Schema depth.

1

7% Reputation

DIAGNOSIS: AUTHORITY GAPS

Authority is completely anonymous in the crawled data; no founders, lead herbalists, or medical advisors are named or linked via Person schema. The site lacks all structured data (`schema_json` is null), representing a major gap for a business claiming expertise in health and wellness. The technical implementation is substandard for a brand claiming a nationwide retail presence, as it lacks basic SEO metadata and heading structures.

EVIDENCE: PERFORMANCE VS. CLAIMS

The brand claims to offer 'Unique Formulations' and products for serious conditions like 'Blood Sugar Support', yet provides zero evidence of efficacy, case studies, or clinical trial results. The marketing tone is authoritative regarding health categories but the substance is purely transactional. There is a total absence of the 'evidence-based' or 'clinical supervision' markers required for a high-trust wellness brand.

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INDUSTRY MATCH & SCORE SUMMARY

**Wellness, Therapy & Mental Health Reputation: Planetary Herbals
(planetaryherbals.com)**

Reputation: 29 / 100

INDUSTRY CLASSIFICATION

The site is misaligned with the specific clinical 'Therapy & Mental Health' classification, operating instead as a retail-focused herbal supplement provider. While it lists 18 health categories including 'Stress and Mood', it lacks the clinical evidence-based framework expected in the mental health industry.

"The score is driven primarily by the total absence of technical and authoritative identity (Identity and Authority: 14/15) and the failure to provide any verifiable evidence for marketing claims (Trust and Proof: 17/20). The non-existent heading hierarchy significantly penalized Information Density and Semantic Coherence."

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://planetaryherbals.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 30, 2026

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