

AI Reputation Analysis and Signal Evaluation - Battleship New Jersey Museum and Memorial

BRAND AI REPUTATION

Arts, Culture & Entertainment Reputation: Battleship New Jersey Museum and Memorial (battleshipnewjersey.org)

<https://battleshipnewjersey.org>

Industry: Arts, Culture & Entertainment



REPUTATION LEVEL

ARTS, CULTURE & ENTERTAINMENT

67.5 Avg Reputation

Based on 1884 businesses audited.

HIGHER REPUTATION THAN AVERAGE

Battleship New Jersey Museum and Memorial has 14.5 points more reputation than the average for Arts, Culture & Entertainment.

EXPERT VERDICT

This site is a masterclass in substance-over-signal, proving that physical assets and historical data are the ultimate antidote to marketing bullshit. It operates with high transparency and real-time content maintenance, scoring in the minimal BS range. It is essentially immune to industry clichés because its content is rooted in technical and historical reality.

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INFO DENSITY

Power-words vs. Substance ratio.

26

87% Reputation

Information density is exceptionally high for this category, with a minimal power-word-to-noun ratio. The site avoids generic marketing fluff in favor of technical specifications and logistical data, such as '16-inch gun turret,' '40mm saluting gun,' and a specific operational cost of '\$10,000 per day.' Even the secondary pages provide granular details like the 'Firepower Tour' duration of '90 minutes' and 'Title I' student pricing of '\$8 per child.'

SEMANTIC COHERENCE

Homepage promise vs. Sub-page reality.

18

90% Reputation

There is virtually no semantic drift between the homepage promise and the sub-page delivery. The homepage positions the site as a museum of 'America's most decorated battleship' and the Group Tours sub-page reinforces this with specific educational modules like 'Circuits and Electricity' and 'Build a Battleship.' The current 'Closure Announcement: May 21-29' appearing across multiple pages during the analysis date of May 26, 2026, proves real-time operational alignment.

TRUST & PROOF

Verifiable evidence vs. Trust Theatre.

15

75% Reputation

DIAGNOSIS: TRUST THEATRE

Trust theatre is minimal, though the review_count of 12 is relatively low and lacks direct verification links in the provided crawl. The site compensates with high-substance proof points, such as naming the Battleship Curator, Ryan Szimanski, and providing a verifiable physical address in Camden, NJ. The 'as featured in' evidence is backed by specific recent posts like the 'Johnny Q's 100th Birthday Celebration' featured in the Associated Press.

EVIDENCE: PROOF DENSITY

Proof density is high, with a significant ratio of verifiable facts to vague assertions. Specific evidence includes names of internal programs (Small Sailors Tour), exact ticket durations (45 to 90 minutes), and specific dates for upcoming events (Cigars on the River, October 3). The news section includes external validation through mentions of the Associated Press and local fire departments.

COMMODITY FINGERPRINT

Detection of industry cliches/templates.

12

80% Reputation

The site contains few industry clichés beyond standard 'immersive experience' or 'unforgettable' descriptors. Its value proposition is inherently unique; the technical details of an Iowa-class battleship cannot be copy-pasted onto another competitor's site. Boilerplate sections like 'About Us' are replaced with specific 'Battleship History' containing dates (commissioned in 1943) and specific conflict records (WWII, Korea, Vietnam, Cold War).

IDENTITY & AUTHORITY

Expert verifiability & Schema depth.

11

73% Reputation

DIAGNOSIS: AUTHORITY GAPS

Small authority gaps exist in the technical schema implementation; for example, while Curator Ryan Szimanski is named, there is no Person schema or sameAs links to his verified professional footprint in the JSON-LD. The H1 hierarchy on the homepage is technically flawed, using 'Get Email Updates, Sign Up' as the primary heading instead of the brand or location, which creates a minor technical credibility gap.

EVIDENCE: PERFORMANCE VS. CLAIMS

There is no disconnect between claims and demonstrations; the site claims to be a museum and provides a full inventory of available tours, pricing, and event calendars. The claim of being the 'most decorated' is a historical record rather than a subjective marketing performance claim, and the site details the specific 'battle stars' earned to support it. The presence of a clear pricing model for different group demographics (\$12 child vs \$8 Title I) acts as a primary BS-reducer.

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INDUSTRY MATCH & SCORE SUMMARY

Arts, Culture & Entertainment Reputation: Battleship New Jersey Museum and Memorial (battleshipnewjersey.org)

Reputation: 82 / 100

INDUSTRY CLASSIFICATION

The site is a perfect match for the Arts, Culture & Entertainment category, specifically within the historical preservation and museum sector. Every page focuses on the physical venue, educational programming, and historical artifacts defined in the industry dictionary.

"The score of 82 is driven by the site's high information density and zero semantic drift. Minor points were deducted only for technical implementation issues (H1 placement) and the lack of structured identity data for named experts. The close alignment between the closure dates in the text and the system date of May 26, 2026, demonstrates superior content integrity."

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://battleshipnewjersey.org> 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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