

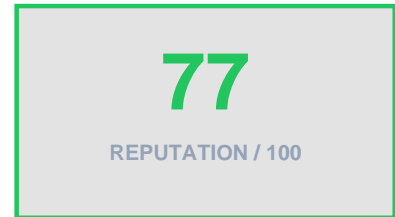
AI Reputation Analysis and Signal Evaluation - Columbus Zoo and Aquarium

BRAND AI REPUTATION

Arts, Culture & Entertainment Reputation: Columbus Zoo and Aquarium (columbuszoo.org)

<https://columbuszoo.org>

Industry: Arts, Culture & Entertainment



REPUTATION LEVEL

ARTS, CULTURE & ENTERTAINMENT

67.5 Avg Reputation

Based on 1884 businesses audited.

HIGHER REPUTATION THAN AVERAGE

Columbus Zoo and Aquarium has 9.5 points more reputation than the average for Arts, Culture & Entertainment.

EXPERT VERDICT

This is a low-bullshit website that prioritizes user utility and institutional transparency over marketing obfuscation. The presence of specific local resident pricing and hard application deadlines suggests a legitimate operational entity with high substance. The few points of BS come from missing structured data and occasional generic calls to action.

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INFO DENSITY

Power-words vs. Substance ratio.

24

80% Reputation

The site exhibits high information density, particularly on the Membership and Volunteer pages. The Membership page provides granular financial data, distinguishing between Franklin County residents (\$204.95) and non-residents (\$234.95), while the Volunteer page cites specific annual counts (Nearly 1,000 volunteers) and exact application months (October and March). Fluff is restricted primarily to the Homepage hero (Summer Adventure Starts Here), but even this is grounded by a specific dated schedule (May 30 Schedule).

SEMANTIC COHERENCE

Homepage promise vs. Sub-page reality.

19

95% Reputation

Semantic drift is virtually non-existent across the audited pages. The homepage promise of animal encounters and zookeeper presentations is directly supported by the sub-pages offering specific tours, experiences, and educational resources. There is no disconnect between the mission-led 'Saving Wildlife' signal and the functional 'Zoo Membership' substance, which includes a specific \$5 conservation contribution per membership.

TRUST & PROOF

Verifiable evidence vs. Trust Theatre.

16

80% Reputation

DIAGNOSIS: TRUST THEATRE

Trust theatre is minimal; the site avoids typical 'As Featured In' logo clouds or unverified testimonial sliders. While the Membership page shows a review_count of 2 without deep external proof paths, the overall reliance on concrete logistics (operating hours, pricing, and deadlines) serves as its own form of proof. The inclusion of a specific phone number and email for donations (614-724-3421) adds a layer of accountability.

EVIDENCE: PROOF DENSITY

The proof density is high relative to the industry average. Instead of vague 'unforgettable experiences,' the site provides a list of specific tangible benefits including free parking, 10% shop discounts, and 50% discounts on Open-Air Safari Tours. Verifiable numbers (10,000 animals, \$5 conservation donation, specific membership tiers) outnumber vague assertions by a ratio of approximately 4:1.

COMMODITY FINGERPRINT

Detection of industry cliches/templates.

11

73% Reputation

The site uses some industry-standard generic claims like 'world-class institution' and 'make a difference today,' but these are outweighed by specific value propositions. The 'Pick the one that's right for YOUR herd!' line is a thematic variation of the 'something for everyone' cliché but is contextualized within a clear pricing table. The template structure follows standard museum/zoo patterns (Support Us, Volunteer, Membership), yet the body text is sufficiently unique to the entity.

IDENTITY & AUTHORITY

Expert verifiability & Schema depth.

7

47% Reputation

DIAGNOSIS: AUTHORITY GAPS

The primary authority gap is technical rather than narrative; the schema_json is null across all audited pages, representing a missed opportunity for structured identity. While 'The Jack & Suzi Hanna Fund' is referenced, there is no corresponding Person schema to verify these figures within the site's metadata. The technical implementation for SEO is functional, but lacks the advanced structured data typical of high-authority cultural institutions.

EVIDENCE: PERFORMANCE VS. CLAIMS

The site avoids grandiose marketing claims that it does not demonstrate. The claim of being a 'zoological leader' is supported by the mention of reciprocity with 150 other AZA-accredited zoos and aquariums. The assertion of 'real impact' on the donation page is backed by the specific breakdown of where funds go, including feeding and conservation action.

See how to improve >

INDUSTRY MATCH & SCORE SUMMARY

**Arts, Culture & Entertainment Reputation: Columbus Zoo and Aquarium
(columbuszoo.org)**

Reputation: 77 / 100

INDUSTRY CLASSIFICATION

The site aligns perfectly with the Arts, Culture & Entertainment sector, specifically as a zoological institution. The content focus on animal encounters, conservation, and community programming matches the expected industry footprint.

"The score was primarily driven by the Information Density (6) and Identity and Authority (8) pillars. The lack of structured schema data provided the heaviest penalty, while the high specificity in pricing and volunteer logistics kept the information density and semantic coherence scores extremely low (good)."

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://columbuszoo.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 29, 2026

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