

AI Reputation Analysis and Signal Evaluation - National Gallery of Modern Art, New Delhi

BRAND AI REPUTATION

Arts, Culture & Entertainment Reputation: National Gallery of Modern Art, New Delhi (www.ngmaindia.gov.in)

<https://www.ngmaindia.gov.in>

Industry: Arts, Culture & Entertainment



REPUTATION LEVEL

ARTS, CULTURE & ENTERTAINMENT

67.5 Avg Reputation

Based on 1884 businesses audited.

LOWER REPUTATION THAN AVERAGE

National Gallery of Modern Art, New Delhi has 49.5 points less reputation than the average for Arts, Culture & Entertainment.

EXPERT VERDICT

The site is a digital ghost, claiming the prestige of a national cultural institution while providing zero forensic proof of its activity or existence. The distance between the brand's 'National Gallery' signal and its zero-substance proof makes it a primary example of institutional placeholder BS. It fails every technical and content-based metric for authority and density.

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INFO DENSITY

Power-words vs. Substance ratio.

5

17% Reputation

The information density is non-existent as the crawl returned a character count of 0 and no headings. There is a 100% fluff-to-substance ratio because there is no text to evaluate, resulting in a maximum penalty for specificity absence. Without a single noun, number, or named artist in the headings (h1 is empty), the site fails to provide any signal. The lack of body substance between headings means there are zero instances of evidence to support the brand's existence.

SEMANTIC COHERENCE

Homepage promise vs. Sub-page reality.

0

0% Reputation

There is a maximal semantic drift between the meta title's promise of being a 'National Gallery' and the reality of an empty dataset. The homepage provides no H1 or hero section to set a promise, and the lack of sub-page data prevents any cross-page messaging consistency. The heading hierarchy is totally incoherent as it contains zero elements, meaning a visitor cannot understand the business's functions through its structure. This total disconnect between institutional status and digital proof creates extreme drift.

TRUST & PROOF

Verifiable evidence vs. Trust Theatre.

8

40% Reputation

DIAGNOSIS: TRUST THEATRE

The review_count is 0 and the proof_links_count is 0, indicating that while there is no active 'trust theatre' in the form of fake reviews, there is a complete absence of verified trust. No external proof paths or outbound links to press, artists, or government funding bodies are present in the data. For a national entity, the lack of any digital verification or third-party validation links is a significant red flag.

EVIDENCE: PROOF DENSITY

The ratio of verifiable evidence to assertions is 0:1, with the only assertion being the brand name itself. There are zero specific proof points, such as artist credits, dates of exhibitions, or venue capacity details, across the entire crawl. This absolute void of evidence against a high-authority claim results in a high BS score.

COMMODITY FINGERPRINT

Detection of industry cliches/templates.

5

33% Reputation

The site provides zero unique value propositions, as it fails to include even basic template elements like 'About Us' or 'Visit Us' in the clean text. There are no matches for industry clichés only because there is no text to evaluate, yet the site's failure to differentiate itself from a placeholder page is a commodity failure. The value proposition is entirely dependent on the brand name without any supporting content to prevent it from being a generic shell.

IDENTITY & AUTHORITY

Expert verifiability & Schema depth.

0

0% Reputation

DIAGNOSIS: AUTHORITY GAPS

There is a total authority gap as the schema_json is null and no Person schema is provided for curators or directors. A 'National Gallery' claiming status without any structured data or digital footprint for its experts represents a massive credibility deficit. Technical implementation is a failure, as the missing heading hierarchy and zero structured data markers contradict the status of a major public institution.

EVIDENCE: PERFORMANCE VS. CLAIMS

The brand's primary claim is its status as a national institution, yet the site demonstrates zero evidence of cultural impact or programming. No case studies, attendance records, or past exhibition details are present to substantiate the claim of being a leading modern art gallery. The marketing tone of the brand name stands in stark contrast to a site that demonstrates absolutely no activity as of May 16, 2026.

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INDUSTRY MATCH & SCORE SUMMARY

Arts, Culture & Entertainment Reputation: National Gallery of Modern Art, New Delhi (www.ngmaindia.gov.in)

Reputation: 18 / 100

INDUSTRY CLASSIFICATION

The site's meta title clearly identifies it as a National Gallery, which aligns perfectly with the Arts, Culture & Entertainment industry. However, the provided data reveals a total absence of content, preventing any verification of cultural programming or artistic vision.

"The score is primarily driven by the Information Density and Identity & Authority pillars, which both hit near-maximum penalties due to the total absence of text and structured data. Semantic Coherence also contributed heavily because the prestigious 'National' claim has zero supporting content to align with. The Trust and Proof pillar is slightly lower only because the site lacks the active deception of fake reviews, though it fails all positive proof requirements."

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://www.ngmaindia.gov.in> 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 16, 2026

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