

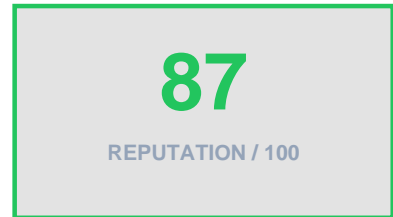
AI Reputation Analysis and Signal Evaluation - Národní galerie Praha

BRAND AI REPUTATION

Arts, Culture & Entertainment Reputation: Národní galerie Praha (www.ngprague.cz)

<https://www.ngprague.cz>

Industry: Arts, Culture & Entertainment



REPUTATION LEVEL

ARTS, CULTURE & ENTERTAINMENT

67.5 Avg Reputation

Based on 1884 businesses audited.

HIGHER REPUTATION THAN AVERAGE

Národní galerie Praha has 19.5 points more reputation than the average for Arts, Culture & Entertainment.

EXPERT VERDICT

This is a benchmark for low-BS institutional communication. The site operates with clinical specificity, replacing marketing fluff with historical data, transparent pricing, and functional accessibility documentation.

[See how to improve >](#)

INFO DENSITY

Power-words vs. Substance ratio.

27

90% Reputation

The information density is exceptionally high, with a near-zero ratio of fluff to substance. Headings consistently utilize specific nouns and named entities, such as 'Bienále UMPRUM: Generace Z' and 'Jiří Kolář: X Bienal de São Paulo', rather than generic power words. Body text is saturated with verifiable data points including the exact count of collection items (399,000), specific admission prices (250 K?, 140 K?), and precisely dated event schedules for May and June 2026. There is no evidence of empty marketing jargon like 'disruptive' or 'world-class' being used without a technical or historical anchor.

SEMANTIC COHERENCE

Homepage promise vs. Sub-page reality.

20

100% Reputation

There is no detectable semantic drift across the analyzed pages. The homepage's primary signal as the 'oldest cultural institution' is immediately supported by the 'O nás' and 'Budovy' pages which provide the historical provenance and physical locations of the gallery's ten sites. Sub-pages for specific visitor needs deliver detailed technical descriptions of tactile exhibitions (Doteky baroka) and sign-language integration, directly fulfilling the 'Otevřená kultura' (Open Culture) promise mentioned in the navigation. The transition from high-level mission to granular logistics is seamless.

TRUST & PROOF

Verifiable evidence vs. Trust Theatre.

17

85% Reputation

DIAGNOSIS: TRUST THEATRE

The site avoids trust theatre by relying on functional proof rather than empty endorsements. While the review_count is low (2) across several pages, this is neutralized by high proof_links_count and the presence of specific, verifiable institutional partners like Komerční banka and Studio Hrdin?. The claims of accessibility are backed by descriptions of Braille catalogs and trained lectors (naming Jana Klímová and Marina Hořínková) rather than generic 'award-winning' badges.

EVIDENCE: PROOF DENSITY

Proof density is extremely high. Verifiable evidence includes specific exhibition dates (26/3?28/6 2026), exact membership costs for different demographics (Junior 650 K?, Senior 550 K?), and a granular inventory of buildings with their specific addresses and current operational status (e.g., Vald?tejnská jízďarna - ZAV?ENO). Unsubstantiated claims are non-existent; every cultural assertion is tied to a specific artist, artifact, or building.

COMMODITY FINGERPRINT

Detection of industry clichés/templates.

13

87% Reputation

The commodity fingerprint is minimal because the value proposition is tied to non-replicable assets, specifically listed historical buildings like Klá?ter sv. Ane?ky ?eské and Veletr?ní palác. While the site uses standard museum navigation fingerprints (What is On, About Us, Visit Us), the content within those blocks is entirely unique to the institution's 230-year history. Clichés are absent; instead of claiming to 'redefine entertainment,' the site focuses on the technical aspects of 'managing the largest and most significant art collection' in the territory.

IDENTITY & AUTHORITY

Expert verifiability & Schema depth.

10

67% Reputation

DIAGNOSIS: AUTHORITY GAPS

The primary authority gap is technical rather than substantive; the schema_json is null for the homepage and several sub-pages, representing a missed opportunity to link the organization to its official Knowledge Graph entities. However, the authority is salvaged by the inclusion of specific staff contact emails and a deep digital footprint for named artists like Petr Parléř and Gustav Klimt. The lack of Person schema for contemporary curators is a minor oversight in an otherwise authoritative structure.

EVIDENCE: PERFORMANCE VS. CLAIMS

There is virtually no marketing-performance disconnect. The gallery does not make bold claims about 'transforming' the user's life; it makes operational claims about its collections and accessibility, then provides the price lists, opening hours, and educational programs to prove it. The mention of 'Sound of Art' (Zvuk umění) is accompanied by direct links to Spotify and Apple Podcasts, providing immediate verification of the content claim.

[See how to improve >](#)

INDUSTRY MATCH & SCORE SUMMARY

Arts, Culture & Entertainment Reputation: Národní galerie Praha
(www.ngprague.cz)

Reputation: 87 / 100

INDUSTRY CLASSIFICATION

The website perfectly matches the Arts, Culture & Entertainment category, serving as a comprehensive digital portal for a major national museum system. The content confirms its status through detailed exhibition calendars, building inventories, and cultural programming specifically tailored to art history and public education.

"The score of 87 is driven almost entirely by minor technical gaps in schema implementation and the use of standard navigational templates. The substance of the content is nearly flawless, with no points deducted for fluff, drift, or unsubstantiated performance claims."

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.ngprague.cz> 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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