

AI Reputation Analysis and Signal Evaluation - Oceanário de Lisboa

BRAND AI REPUTATION

Arts, Culture & Entertainment Reputation: Oceanário de Lisboa (oceanario.pt)

https://oceanario.pt

Industry: Arts, Culture & Entertainment



REPUTATION LEVEL

ARTS, CULTURE & ENTERTAINMENT

67.5 Avg Reputation

Based on 1884 businesses audited.

HIGHER REPUTATION THAN AVERAGE

Oceanário de Lisboa has 18.5 points more reputation than the average for Arts, Culture & Entertainment.

EXPERT VERDICT

Oceanário de Lisboa is a benchmark for low-BS institutional websites. It functions as a high-utility tool for visitors rather than a marketing brochure, providing forensic-level detail on logistics and biology. The site proves its value through data transparency and technical specificity.

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INFO DENSITY

Power-words vs. Substance ratio.

27

90% Reputation

Information density is exceptionally high, favoring specific nouns and numbers over power words. The text includes granular forensic data such as the exact number of parking spots (2,000 at Estação do Oriente), the volume of salt water (7 million liters), and the specific origin of aquarium salt (Red Sea, Israel). Functional headings like [H2] Como Chegar and [H2] Horário contain zero fluff, providing immediate utility.

SEMANTIC COHERENCE

Homepage promise vs. Sub-page reality.

20

100% Reputation

There is zero detectable semantic drift between the homepage and sub-pages. The homepage promises 'species fascination' and 'marine habitats,' which is directly supported by the sub-pages detailing 8,000 creatures and technical FAQs about shark metabolism and sunfish (peixe-lua) origins. The transition from marketing signal to logistical substance is seamless.

TRUST & PROOF

Verifiable evidence vs. Trust Theatre.

15

75% Reputation

DIAGNOSIS: TRUST THEATRE

Trust theatre is minimal because the site relies on physical proof rather than 'trust badges.' While the review_count is low (4) and proof_links_count is 1 per page, the site provides verifiable logistical evidence like GPS coordinates (N 38° 45' 48,61" W 9° 5' 37,62") and specific bus lines (705, 725, 728, etc.). The lack of external review widgets is offset by the depth of verifiable operational data.

EVIDENCE: PROOF DENSITY

The ratio of verifiable evidence to assertions is high. For every vague claim of an 'unforgettable adventure,' the site provides multiple data points: ticket prices (15? Flash Sale), specific opening hours including holiday exceptions, and detailed transport accessibility instructions. The FAQ section provides technical substance regarding water chemistry and animal husbandry protocols.

COMMODITY FINGERPRINT

Detection of industry cliches/templates.

11

73% Reputation

The site uses industry jargon such as 'experiência imersiva' and 'experiência única,' but these are grounded in physical reality (a 7-million-liter tank). The value proposition is highly unique to the geographical location (Doca dos Olivais) and specific exhibits like 'Florestas Submersas by Takashi Amano,' making it impossible to copy-paste onto a competitor. Template fingerprints are present but filled with high-specificity content.

IDENTITY & AUTHORITY

Expert verifiability & Schema depth.

13

87% Reputation

DIAGNOSIS: AUTHORITY GAPS

The authority footprint is strong, utilizing proper Organization and FAQPage schema. A minor gap exists where named experts like Takashi Amano are mentioned without corresponding Person schema or sameAs links in the provided data. However, the technical implementation of the heading hierarchy and metadata is clean and professional.

EVIDENCE: PERFORMANCE VS. CLAIMS

Marketing claims are backed by immediate evidence. The claim of being one of the 'melhores aquários do mundo' is followed by the specific metric of '8000 animais e plantas de 500 espécies diferentes.' The partnership with Rock in Rio Lisboa 2026 serves as a verifiable third-party endorsement of its cultural status.

[See how to improve >](#)

INDUSTRY MATCH & SCORE SUMMARY

Arts, Culture & Entertainment Reputation: Oceanário de Lisboa
(oceanario.pt)

Reputation: 86 / 100

INDUSTRY CLASSIFICATION

The website perfectly matches the Arts, Culture & Entertainment category, specifically functioning as a major cultural institution and visitor attraction. The content focuses on exhibits, educational programming (Campo de Férias), and artistic collaborations (Takashi Amano).

"The low score of 86 is driven by high information density and absolute semantic coherence. Small penalties were applied in Trust and Proof for low verified external link counts and in Commodity Fingerprint for standard industry jargon like 'immersive experience.' The site is fundamentally substantive."

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://oceanario.pt> 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 25, 2026

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