

AI Reputation Analysis and Signal Evaluation - Yale Peabody Museum

BRAND AI REPUTATION

Arts, Culture & Entertainment Reputation: Yale Peabody Museum (peabody.yale.edu)

https://peabody.yale.edu

Industry: Arts, Culture & Entertainment



REPUTATION LEVEL

ARTS, CULTURE & ENTERTAINMENT

67.5 Avg Reputation

Based on 1884 businesses audited.

HIGHER REPUTATION THAN AVERAGE

Yale Peabody Museum has 27.5 points more reputation than the average for Arts, Culture & Entertainment.

EXPERT VERDICT

The Yale Peabody Museum website is a benchmark for low-BS communication, prioritizing utility and logistical transparency over marketing fluff. It functions as a public service interface rather than a sales funnel. Its small point penalties are purely technical (missing schema and empty metadata fields) rather than substantive.

[See how to improve >](#)

INFO DENSITY

Power-words vs. Substance ratio.

29

97% Reputation

The site exhibits exceptionally high information density. Headings are primarily functional or dated (e.g., [H3] Saturday, May 23; [H4] Taíno Legacy) rather than fluff-heavy. Body text contains concrete nouns and metrics, such as '14 million specimens,' '10 curated collections,' and specific age ranges for programs ('ages 1 to 3'). Concept repetition is minimal, limited only to necessary navigational calls-to-action like 'Become a Member.'

SEMANTIC COHERENCE

Homepage promise vs. Sub-page reality.

20

100% Reputation

There is zero semantic drift between the homepage signal and sub-page substance. The homepage promises a renovated museum experience and educational events, and the sub-pages deliver granular details on those exact topics. For instance, the 'Visit' page provides specific parking lot codes (Lot 22V) and construction timelines (through Summer 2026), directly supporting the utility promised on the landing page.

TRUST & PROOF

Verifiable evidence vs. Trust Theatre.

20

100% Reputation

DIAGNOSIS: TRUST THEATRE

The site avoids trust theatre entirely. While review_count is 0 across all pages, the museum does not use 'ghost' testimonials or unlinked award badges. Verification is provided through primary source documentation, such as the downloadable 'ypm_parkingmap_summer2025.pdf' and detailed floor plans, which provide more substance than third-party review widgets.

EVIDENCE: PROOF DENSITY

Proof density is very high, characterized by an abundance of verifiable evidence over assertions. Every event listed includes a specific date, time, and location within the museum. The 'Visit' page even includes a list of nine local restaurants with precise walking and driving times (e.g., 'Modern Apizza - 15 min. walk, 4 min. drive'), which serves as extreme logistical proof of the venue's physical reality.

COMMODITY FINGERPRINT

Detection of industry cliches/templates.

14

93% Reputation

Cliché density is remarkably low. While the site uses some industry-standard terms like 'meaningful opportunities' and 'unforgettable evening,' they are anchored to specific physical locations like 'Burke Hall of Dinosaurs' and 'David Friend Hall.' The value proposition is entirely unique to the Yale Peabody Museum and cannot be copy-pasted elsewhere due to the high volume of proper nouns and institution-specific data.

IDENTITY & AUTHORITY

Expert verifiability & Schema depth.

12

80% Reputation

DIAGNOSIS: AUTHORITY GAPS

The only identifiable gap is technical; the schema_json is null across the crawled pages, meaning the site is not leveraging structured data to reinforce its institutional authority. However, expert claims are grounded in verifiable names like 'Carlos Torre' and musical acts like 'Goodnight Blue Moon.' The institution's authority is established through its 1866 founding date and affiliation with Yale University rather than marketing prose.

EVIDENCE: PERFORMANCE VS. CLAIMS

There are no disconnected performance claims. The museum claims to offer 'free admission' and 'object-based teaching,' both of which are substantiated by specific event listings (Toddler Time: Free admission) and the description of the 'Living Lab' and 'Egypt and Mesopotamia gallery.' The site functions as a literal directory of evidence.

[See how to improve >](#)

INDUSTRY MATCH & SCORE SUMMARY

**Arts, Culture & Entertainment Reputation: Yale Peabody Museum
(peabody.yale.edu)**

Reputation: 95 / 100

INDUSTRY CLASSIFICATION

The site perfectly aligns with the Arts, Culture & Entertainment category. Content is focused on museum collections, public educational programming, and visitor logistics for a physical cultural institution.

"The score of 95 is driven almost entirely by minor technical omissions in the 'Identity and Authority' pillar (missing schema) and 'Information Density' (repetitive utility links). The site is virtually free of semantic drift and commodity clichés, resulting in one of the lowest BS scores possible for a public-facing entity. All dated evidence is current, with events occurring within 24 hours of the system date."

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://peabody.yale.edu> 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 24, 2026

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