

AI Reputation Analysis and Signal Evaluation - Royal Academy of Arts

BRAND AI REPUTATION

Arts, Culture & Entertainment Reputation:
Royal Academy of Arts
(www.royalacademy.org.uk)

<https://www.royalacademy.org.uk>

Industry: Arts, Culture & Entertainment



REPUTATION LEVEL

ARTS, CULTURE & ENTERTAINMENT

67.5 Avg Reputation

Based on 1884 businesses audited.

HIGHER REPUTATION THAN AVERAGE

Royal Academy of Arts has 22.5 points more reputation than the average for Arts, Culture & Entertainment.

EXPERT VERDICT

The Royal Academy of Arts website is a benchmark for institutional transparency and substance. It successfully bridges the gap between a historical archive and a modern booking engine with zero reliance on marketing fluff. It is a rare example of a site that provides more substance than its signals promise.

[See how to improve >](#)

INFO DENSITY

Power-words vs. Substance ratio.

28

93% Reputation

The Information Density is exceptionally high, with a near-zero fluff-to-substance ratio. Headings consistently prioritize specific nouns and dates, such as Michaelina Wautier 27 March - 21 June 2026 or Burlington House, Piccadilly, W1J 0BD. Body text is devoid of typical marketing adjectives, instead offering granular details like specific membership prices (£148) and the duration of the RA Schools postgraduate course (three years). The presence of downloadable annual reports and gender pay gap statistics provides a level of data density rarely seen in this industry.

SEMANTIC COHERENCE

Homepage promise vs. Sub-page reality.

19

95% Reputation

There is virtually no semantic drift between the homepage signal and sub-page substance. The H2 on the homepage defines the RA as a place where art is made, exhibited and debated, and this promise is meticulously fulfilled by the RA Schools (made), current exhibition listings (exhibited), and the RA Magazine/Talks sections (debated). Consistency is maintained across all 6 pages, with the mission statement in the Privacy Policy perfectly mirroring the historical narrative in the About Us section. No contradictions were found in pricing or audience targeting.

TRUST & PROOF

Verifiable evidence vs. Trust Theatre.

18

90% Reputation

DIAGNOSIS: TRUST THEATRE

The site avoids trust theatre entirely by providing primary source evidence. Rather than displaying unverified star ratings, it provides a `review_count` that correlates to specific, time-bound events and includes a `proof_links_count` of 2 on all pages. The ultimate proof is the inclusion of eight years of downloadable Annual Reporting and Accounts, which substantiates its claim as an independent charity. This transparency renders external 'As Featured In' logos unnecessary as the site provides the raw data for verification.

EVIDENCE: PROOF DENSITY

The proof density is nearly 1:1 with its claims. Every exhibition claim is backed by a date range, every financial claim is backed by a downloadable PDF report, and every membership claim is backed by a detailed FAQ and specific pricing. Across the 6 pages, the audit detected zero instances of grandiose mission statements lacking activity evidence. Even sold-out events are clearly marked, providing proof of current audience engagement and demand.

COMMODITY FINGERPRINT

Detection of industry cliches/templates.

12

80% Reputation

While the site uses standard industry template structures like What's on and About Us, the content within them is highly specific to the institution's unique 250-year history. It avoids generic industry claims like unforgettable experiences in favor of specific programmatic titles and named artists such as Ryan Gander and Lubaina Himid. The uniqueness of the Royal Academicians leadership model is a strong differentiator that prevents the value proposition from being copy-pasted onto any other London gallery.

IDENTITY & AUTHORITY

Expert verifiability & Schema depth.

13

87% Reputation

DIAGNOSIS: AUTHORITY GAPS

Authority is verified through institutional history and corporate transparency rather than vague expert claims. The site references the Royal Academy's founding in 1768 and its registration as a UK charity (1125383) and limited company (06298947), providing verifiable legal footprints. While specific schema_json was not detected in the crawl, the technical implementation of heading hierarchies is clean and logical. The named experts (Royal Academicians) are prominent figures with substantial external footprints in the global art world.

EVIDENCE: PERFORMANCE VS. CLAIMS

The site makes few 'performance' claims, focusing instead on 'presence' and 'activity.' Where it does make claims, such as being home to Britain's longest-established art school, it provides the specific dates and structure to support it. The marketing tone is consistently academic and reportorial, which matches the site's actual output of exhibitions and articles. There are no bold claims of cultural impact that aren't immediately followed by specific examples of programming for families, teachers, or students.

[See how to improve >](#)

INDUSTRY MATCH & SCORE SUMMARY

Arts, Culture & Entertainment Reputation: Royal Academy of Arts
(www.royalacademy.org.uk)

Reputation: 90 / 100

INDUSTRY CLASSIFICATION

The website is an exact match for the Arts, Culture & Entertainment industry. It functions as a comprehensive portal for a physical art institution, managing exhibitions, educational programming (RA Schools), and a professional membership body (Royal Academicians).

"The score of 90 is driven by the extreme density of information and the high level of corporate transparency. The small points assigned are solely due to the technical absence of schema in the provided data and the use of some necessary industry-standard navigation templates. It is effectively a zero-bullshit website."

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.royalacademy.org.uk> 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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