

AI Reputation Analysis and Signal Evaluation - Wollaton Hall

BRAND AI REPUTATION

Arts, Culture & Entertainment Reputation: Wollaton Hall (wollatonhall.org.uk)

<https://wollatonhall.org.uk>

Industry: Arts, Culture & Entertainment



REPUTATION LEVEL

ARTS, CULTURE & ENTERTAINMENT

67.5 Avg Reputation

Based on 1884 businesses audited.

HIGHER REPUTATION THAN AVERAGE

Wollaton Hall has 18.5 points more reputation than the average for Arts, Culture & Entertainment.

EXPERT VERDICT

This is a rare substance-first website that prioritizes user utility over marketing fluff. It functions as a precision tool for visitors, providing nearly every data point required for a physical visit without the typical 'transformative experience' jargon. The BS score is low because the site treats culture as a service, not a slogan.

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INFO DENSITY

Power-words vs. Substance ratio.

27

90% Reputation

The site exhibits extremely high substance-to-fluff ratios. Body text is packed with granular data: specific admission prices (£18 Adult, £39 Rover), precise parking codes (RingGo location 18914), and even ecological specifics like the exact count of deer herds (90 Red and 120 Fallow). Headings are strictly functional, such as 'Hall Admission' and 'Opening Hours', avoiding the power-word saturation common in commercial entertainment sites.

SEMANTIC COHERENCE

Homepage promise vs. Sub-page reality.

19

95% Reputation

There is virtually zero semantic drift between the homepage signal and sub-page substance. The homepage promotes the 'Wollaton 100' centenary and dinosaur exhibitions, which are immediately supported on the 'What's On' and 'Visit' pages with confirmed dates (May 23 ? Nov 1, 2026) and booking links. The promise of a 'Grade I listed Elizabethan mansion' is backed by detailed accessibility guides and specific venue hire information for weddings.

TRUST & PROOF

Verifiable evidence vs. Trust Theatre.

17

85% Reputation

DIAGNOSIS: TRUST THEATRE

The site avoids trust theatre by relying on institutional authority rather than unverified five-star widgets. It displays legitimate logos from the Arts Council, Visit Britain, and UK Inbound, which serve as verified proof paths for a public-facing heritage site. While the review count in the metadata is low (2-3), the site compensates with high proof_links_count (up to 5 per page) leading to functional booking and logistical tools.

EVIDENCE: PROOF DENSITY

Proof density is exceptionally high, with a 1:8 ratio of vague assertions to verifiable evidence. For every 'stunning venue' claim, there are multiple proof points: exact GPS coordinates, bus line numbers (Nottingham Travel Centre 0115 950 6070), and specific event times like '11 am & 2 pm (Daily)' for tours. The inclusion of PDF downloads for site maps and closing times provides a layer of physical proof often missing from fluff-heavy sites.

COMMODITY FINGERPRINT

Detection of industry cliches/templates.

11

73% Reputation

The site uses some industry cliches like 'A world of wonder' and 'something for everyone,' but these are secondary to the primary logistical content. The value proposition is physically anchored to a unique historical asset, making it impossible to copy-paste onto a competitor. Template language is minimized; even the 'Shop' section contains specific references to Art UK prints rather than generic gift shop filler.

IDENTITY & AUTHORITY

Expert verifiability & Schema depth.

12

80% Reputation

DIAGNOSIS: AUTHORITY GAPS

Authority is established through institutional transparency rather than individual 'expert' personalities. The site clearly identifies its governing context (Nottingham City Council) within technical policies like the drone regulations. Technical implementation is solid, featuring specific structured data for a WebPage and WebSite, though it could be improved by using specialized Museum or TouristAttraction schema.

EVIDENCE: PERFORMANCE VS. CLAIMS

The site makes few bold marketing performance claims, focusing instead on verifiable visitor information. Claims regarding the 'biggest show of its kind in the East Midlands' (Nottingham Motor Show) are qualified by historical context ('established over many years'). The marketing tone is appropriately subservient to the actual utility of the site as a visitor guide.

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INDUSTRY MATCH & SCORE SUMMARY

Arts, Culture & Entertainment Reputation: Wollaton Hall
(wollatonhall.org.uk)

Reputation: 86 / 100

INDUSTRY CLASSIFICATION

The website perfectly aligns with the Arts, Culture & Entertainment category. It provides comprehensive details for a historical venue, including museum exhibitions, park logistics, and large-scale event programming.

"The score of 86 is driven by the extreme density of specific, verifiable information and the total lack of semantic drift. Minor points were deducted only for the use of secondary industry cliches ('world of wonder') and the use of generic WebPage schema instead of high-authority Museum schema. This represents a gold standard for low-BS cultural site design."

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://wollatonhall.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 24, 2026

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