

AI Reputation Analysis and Signal Evaluation - Open Yale Courses

BRAND AI REPUTATION

Education, Schools & Universities Reputation: Open Yale Courses (oyc.yale.edu)

https://oyc.yale.edu

Industry: Education, Schools & Universities



REPUTATION LEVEL

EDUCATION, SCHOOLS & UNIVERSITIES

61.5 Avg Reputation

Based on 816 businesses audited.

HIGHER REPUTATION THAN AVERAGE

Open Yale Courses has 25.5 points more reputation than the average for Education, Schools & Universities.

EXPERT VERDICT

Open Yale Courses is a masterclass in low-BS digital communication, prioritizing raw academic substance over marketing artifice. It is one of the few sites where the 'distance' between claim and proof is zero, though its technical infrastructure is now a historical relic.

[See how to improve >](#)

INFO DENSITY

Power-words vs. Substance ratio.

26

87% Reputation

The Information Density is exceptionally high, dominated by specific nouns and named entities such as Robert J. Shiller, AFAM 162, and the William and Flora Hewlett Foundation. Fluff is nearly non-existent, though the site loses points for repeating the 'no credit' disclaimer across every sub-page and for the 'timely and timeless' claim which is technically inaccurate given the 15-year age of the content. Body text is composed of technical instructions for media formats (MP3, MOV, PDF) rather than vague value propositions.

SEMANTIC COHERENCE

Homepage promise vs. Sub-page reality.

20

100% Reputation

There is no detectable semantic drift between the homepage signal and sub-page substance. The H1-equivalent hero section on the homepage promises 'free and open access to introductory courses' and the Courses sub-page delivers a granular list of 42 specific Yale College courses. The commitment to 'no registration required' is consistently upheld across the Help and About pages without hidden 'lead magnet' traps.

TRUST & PROOF

Verifiable evidence vs. Trust Theatre.

20

100% Reputation

DIAGNOSIS: TRUST THEATRE

The site avoids trust theatre entirely by refusing to display unverified reviews or generic 'award-winning' badges. It employs a rare 'anti-marketing' strategy, explicitly stating that no course credit, degree, or certificate is available (review_count: 0 on primary pages). External proof is provided through links to the Hewlett Foundation and the Creative Commons licensing site, verifying the project's non-commercial and funded status.

EVIDENCE: PROOF DENSITY

Proof density is very high relative to the claims made. Every course listed on the /courses/ page acts as a proof point for the homepage claim of 'open access.' The site provides specific technical specifications for every lecture (Audio, Low Bandwidth Video, High Bandwidth Video, Transcript), which serves as forensic evidence of the materials actually existing as described.

COMMODITY FINGERPRINT

Detection of industry cliches/templates.

13

87% Reputation

While the site uses industry terms like 'critical thinking' and 'liberal arts', these are used in a descriptive context rather than as empty slogans. The value proposition is highly unique to Yale; it cannot be copy-pasted onto a competitor because the entire project is built on the specific academic output of named Yale faculty members. The 'Help' and 'About' sections are functional blueprints rather than generic template fillers.

IDENTITY & AUTHORITY

Expert verifiability & Schema depth.

8

53% Reputation

DIAGNOSIS: AUTHORITY GAPS

The authority of the named experts (e.g., Shelly Kagan, Tamar Gendler) is global and verifiable, yet the site suffers from significant technical authority gaps. There is no JSON-LD schema to provide machine-readable identity for the Organization or the Person entities, and the technical advice recommending 'Internet Explorer 8.0' and 'QuickTime' is dangerously archaic for a 2026 analysis date.

EVIDENCE: PERFORMANCE VS. CLAIMS

There is no disconnect because the site makes zero performance claims regarding student outcomes, salary increases, or career success. It limits its claims to the availability of media files and the 'distinguished' nature of its faculty, which is substantiated by the detailed 'Courses' directory and the professors' specific departmental affiliations.

[See how to improve >](#)

INDUSTRY MATCH & SCORE SUMMARY

Education, Schools & Universities Reputation: Open Yale Courses (oyc.yale.edu)

Reputation: 87 / 100

INDUSTRY CLASSIFICATION

The site perfectly aligns with the Higher Education and Open Educational Resources (OER) category. Its content is strictly academic, focusing on course syllabi, lecture transcripts, and faculty credentials from Yale University.

"The score of 87 is primarily driven by technical authority gaps (Pillar 5) including missing schema and archaic technical recommendations. The 'Information Density' score reflects minor points for repetitive disclaimers and the 'stale' nature of the evidence relative to the 2026 system date. Semantic coherence and trust theatre scores remain at zero, indicating a nearly perfect alignment between claims and reality."

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://oyc.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 25, 2026

(c) 1EuroSEO Independent Evaluator - Non-Sponsored Result