

AI Reputation Analysis and Signal Evaluation - AM PM Belfast

BRAND AI REPUTATION

Food, Restaurants & Delivery Reputation: AM PM Belfast (www.ampmbelfast.com)

http://www.ampmbelfast.com

Industry: Food, Restaurants & Delivery



REPUTATION LEVEL

FOOD, RESTAURANTS & DELIVERY

57.6 Avg Reputation

Based on 2707 businesses audited.

HIGHER REPUTATION THAN AVERAGE

AM PM Belfast has 2.4 points more reputation than the average for Food, Restaurants & Delivery.

EXPERT VERDICT

AM PM Belfast presents a polished 'glamour-first' facade that is structurally compromised by technical neglect and a lack of supplier transparency. While the specific pricing and imminent event dates provide some grounded substance, the reliance on industry clichés and broken conversion paths suggests a business more focused on 'theatre' than digital operational excellence. It is a mid-range dining experience masquerading as an elite culinary authority.

[See how to improve >](#)

INFO DENSITY

Power-words vs. Substance ratio.

21

70% Reputation

The site exhibits moderate information density, balancing high-fluff headings like Exceptional Dining in Belfast and Stylish social dining with concrete substance such as specific menu pricing (£10 lunch, £17.50 Sunday Roast). While the body text relies on generic adjectives like glamour and culinary excellence, it provides functional data regarding the World Cup 2026 private hire dates (June 11 ? July 19, 2026). However, the repetition of the H2 Stylish social dining and the lack of specific ingredient names in the local produce claim reduces the overall density score.

SEMANTIC COHERENCE

Homepage promise vs. Sub-page reality.

16

80% Reputation

There is a significant disconnect between the professional signal of the homepage and the technical substance of the sub-pages. The homepage promises a premium, seamless experience, but the book-now slot is entirely empty (insufficient data) and the email-protection link results in a 404 Not Found error. While the messaging remains consistent across the text that does exist, the failure of the primary conversion path (booking) creates a drift between the claim of being a stalwart in Belfast dining and the reality of a neglected digital interface.

TRUST & PROOF

Verifiable evidence vs. Trust Theatre.

11

55% Reputation

DIAGNOSIS: TRUST THEATRE

The site displays a review_count of 94 but provides a proof_links_count of only 5, indicating a lack of external verification for the majority of its social proof. Quoted testimonials from Paul O'Neill and Anne Paton are displayed as static text without links to original sources like Google Reviews or TripAdvisor. The claim of having arguably the most extensive cocktail list in Northern Ireland is a bold performance assertion that lacks any comparative data or external validation.

EVIDENCE: PROOF DENSITY

The ratio of verifiable proof to assertions is low; for every 1 concrete price point, there are approximately 4 vague descriptors like captivating, elegant, or irresistible. The 5 proof links provided are insufficient to validate the 94 reviews and multiple broad claims of regional excellence. The existence of a 404 error on a live site is a negative proof point that outweighs the polished marketing copy.

COMMODITY FINGERPRINT

Detection of industry clichés/templates.

7

47% Reputation

The site heavily utilizes industry clichés including locally sourced ingredients, professional chefs, and culinary excellence without providing specific evidence, such as naming a single farm or producer. The value proposition of being a home away from home is a classic value_prop_cliche that could be applied to any competitor in the hospitality sector. The template structure follows standard Restaurant patterns (Menus, Afternoon Tea, Sunday Roast) with little differentiation beyond its physical proximity to Belfast City Hall.

IDENTITY & AUTHORITY

Expert verifiability & Schema depth.

5

33% Reputation

DIAGNOSIS: AUTHORITY GAPS

There are major authority gaps regarding the culinary team; the site references professional chefs but fails to name them or provide any background/Person schema. There is a total absence of a food hygiene rating, which is a critical missing_element for the restaurant industry. The Organization schema is present but lacks sameAs links to social media or third-party review platforms, leaving the brand identity unverified in the structured data.

EVIDENCE: PERFORMANCE VS. CLAIMS

The marketing tone claims most extensive cocktail list and hallmark for wholesome cuisine, yet provides no evidence to support these superlatives over competitors. The site mentions local produce twice as a primary selling point but fails to provide a single supplier name, creating a gap between the farm-to-table signal and the anonymous substance. The upcoming World Cup 2026 promotion is the only high-specificity event mentioned, but the technical failure of the 'Check Availability' link undermines the urgency.

[See how to improve >](#)

INDUSTRY MATCH & SCORE SUMMARY

Food, Restaurants & Delivery Reputation: AM PM Belfast

Reputation: 60 / 100

(www.ampbelfast.com)

INDUSTRY CLASSIFICATION

The website perfectly aligns with the Food, Restaurants & Delivery category, specifically targeting the Belfast social dining market. Content focus is exclusively on menus, event hire, and seasonal dining offers.

"The score of 60 is driven primarily by the high authority_gaps and trust_theatre scores, resulting from unnamed experts and unlinked reviews. The semantic_coherence was penalized for the technical failure of the sub-pages (404/Empty), which contradicts the 'exceptional' service claims. The site avoided a higher BS score due to the inclusion of transparent pricing and current, dated event information."

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 <http://www.ampbelfast.com> 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 19, 2026

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