

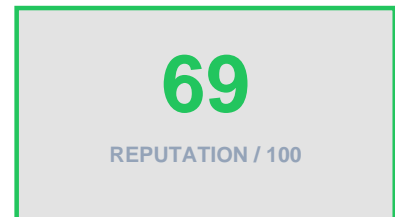
# AI Reputation Analysis and Signal Evaluation - Bistrot Pierre

## BRAND AI REPUTATION

### Food, Restaurants & Delivery Reputation: Bistrot Pierre (bistrotpierre.co.uk)

<http://bistrotpierre.co.uk>

Industry: Food, Restaurants & Delivery



REPUTATION LEVEL

## FOOD, RESTAURANTS & DELIVERY

### 57.6 Avg Reputation

Based on 2707 businesses audited.

#### HIGHER REPUTATION THAN AVERAGE

Bistrot Pierre has 11.4 points more reputation than the average for Food, Restaurants & Delivery.

## EXPERT VERDICT

Bistrot Pierre is a rare example of a hospitality site that favors operational transparency over atmospheric fluff. By leading with specific prices, dates, and dish names, it eliminates the 'mystery meat' marketing common in mid-market dining. The BS score is slightly elevated only by a lack of external review links and the absence of named culinary authorities.

[See how to improve >](#)

## INFO DENSITY

Power-words vs. Substance ratio.

22

73% Reputation

Information density is surprisingly high for the restaurant industry, with a low power-word-to-noun ratio. Headings frequently include specific financial markers like 2 Courses £20.95 or 6 courses for just £27.95, which anchors the marketing fluff in reality. While H2 tags like We'll take it from here are generic, the body text delivers high-substance menu items such as Coq au vin made with signature Cuvée 94 red wine and Mornay fishcake. The specificity of dates (Friday 22nd ? Saturday 30th May) across multiple pages suggests a live, well-maintained data set.

## SEMANTIC COHERENCE

Homepage promise vs. Sub-page reality.

18

90% Reputation

There is minimal semantic drift between the homepage promises and the sub-page deliverables. The homepage H1 Meet me at the bistrot and meta-claim of Traditional French cuisine are directly supported by the Prix Fixe Lunch page and its French-specific dish descriptions. The transition to the hotel sub-brand Maison Pierre is handled with consistent messaging, though the claim of French sensibility in an 1860 Yorkshire inn is a minor thematic stretch. Overall, what is advertised on the hero sections is precisely what is found in the transactional sub-pages.

## TRUST & PROOF

Verifiable evidence vs. Trust Theatre.

10

50% Reputation

### DIAGNOSIS: TRUST THEATRE

Trust signals are the weakest point of the analysis, with a review\_count of 2 on most pages but only 1 proof\_link\_count. The site relies on internal trust theatre such as naming its loyalty program Club Bistrot Pierre rather than linking to external validation like TripAdvisor or Google Reviews. While they mention Soirée Gastronomique events, there are no links to third-party critical acclaim or food hygiene ratings, which are industry-standard proof expectations.

### EVIDENCE: PROOF DENSITY

The proof density is anchored by numeric transparency; the site provides exact prices for every menu tier and specific dates for events. Verifiable evidence includes the naming of signature ingredients like Cuvée 94 wine and the exact year of construction for the Ilkley hotel (1860). The ratio of vague assertions (Every dish tells a story) to specific data points (2 for £22 Breakfast) is approximately 1:3, indicating a high substance-to-signal ratio.

## COMMODITY FINGERPRINT

Detection of industry cliches/templates.

8

53% Reputation

The site uses several industry cliches including memorable event, iconic locations, and best rate guaranteed. The Private Dining section is particularly template-heavy, using phrases that could be copy-pasted onto any competitor's site (birthdays and baby showers to networking and business meetings). However, the uniqueness score is bolstered by the specific Cuvée 94 branding and the integrated boutique hotel offering, which differentiates it from standard high-street French chains.

## IDENTITY & AUTHORITY

Expert verifiability & Schema depth.

11

73% Reputation

### DIAGNOSIS: AUTHORITY GAPS

Authority is moderately established through clean Organization schema and verified sameAs social media links. A significant gap exists regarding culinary leadership; the site references Our Chefs multiple times but fails to name an Executive Chef or provide Person schema for culinary creators. The technical implementation is robust, with no broken hierarchies or missing meta data, which supports a professional enterprise identity.

### EVIDENCE: PERFORMANCE VS. CLAIMS

The site avoids overblown performance claims, focusing instead on price-point value and limited-time offers. The most aggressive claim is Boutique Hotels with a French Accent, which the site attempts to prove with specific historical building details, such as the former Admiral of the Fleet's residence in Plymouth. There is no evidence of the 'Best in the UK' or 'Number 1 Restaurant' style fluff that usually drives up BS scores in this sector.

[See how to improve >](#)

## INDUSTRY MATCH & SCORE SUMMARY

Food, Restaurants & Delivery Reputation: [Bistrot Pierre \(bistrotpierre.co.uk\)](http://bistrotpierre.co.uk)

Reputation: 69 / 100

### INDUSTRY CLASSIFICATION

The site aligns perfectly with the Food, Restaurants & Delivery category, providing specific menus, location-based booking systems, and a dedicated loyalty app. The presence of the Maison Pierre sub-brand for boutique hotels complements the hospitality focus without drifting from the primary restaurant signal.

*"The score of 69 is driven primarily by the Trust and Proof pillar (10 points) due to the lack of external validation links. Information Density is very strong (8 points), as the site avoids common high-street fluff in favor of hard pricing and menu specifics. The site ranks in the Low BS tier, indicating a highly transactional and transparent digital presence."*

### 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://bistrotpierre.co.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 22, 2026

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