

AI Reputation Analysis and Signal Evaluation - Coca-Cola Great Britain

BRAND AI REPUTATION

Food, Restaurants & Delivery Reputation: Coca-Cola Great Britain (coca-cola.co.uk)

<https://coca-cola.co.uk>

Industry: Food, Restaurants & Delivery



FOOD, RESTAURANTS & DELIVERY

57.6 Avg Reputation

Based on 2707 businesses audited.

REPUTATION LEVEL

LOWER REPUTATION THAN AVERAGE

Coca-Cola Great Britain has 18.6 points less reputation than the average for Food, Restaurants & Delivery.

EXPERT VERDICT

Coca-Cola GB's digital presence is a hollow promotional shell where the brand's global weight is used to mask a total lack of page-specific substance. The technical failure of serving identical content on four distinct brand URLs reveals a 'smoke and mirrors' approach to SEO and user engagement. It is a high-gloss billboard that offers zero unique utility or proof upon deeper inspection of its sub-pages.

[See how to improve >](#)

INFO DENSITY

Power-words vs. Substance ratio.

12

40% Reputation

The Information Density is diluted by high fluff-to-substance ratios in headings such as 'PROVE YOU'RE A SUPERFAN' and 'Are you Runway Ready?'. Body text relies heavily on sensory power words like 'irresistibly stylish,' 'signature fizz,' and 'big flavour' without providing technical specifications or quantifiable brand metrics beyond '100s of prizes.' The text blocks for Sprite and Diet Coke are marketing-heavy prose that lack the 'granular engagement' suggested by the industry dictionary. Furthermore, the repetition of the exact same content across four different URLs significantly lowers the unique information per page.

SEMANTIC COHERENCE

Homepage promise vs. Sub-page reality.

6

30% Reputation

There is severe semantic drift caused by technical content duplication; the homepage promises to 'Explore Our Brands,' but the sub-pages for specific brands like Powerade and Fanta contain identical text and layouts as the homepage. This creates a disconnect where a user seeking specific 'Powerade' information is redirected to a generic promotional loop. The primary signal of the sub-pages (/offerings/fanta-wanta/) is completely ignored by the body content, which merely repeats the global promotion list. This mismatch between URL structure and actual content represents a failure in delivery against the navigational promise.

TRUST & PROOF

Verifiable evidence vs. Trust Theatre.

11

55% Reputation

DIAGNOSIS: TRUST THEATRE

The site exhibits minor trust theatre with a static review_count of 1 and proof_links_count of 1 across all pages, with no verifiable links to third-party review platforms. While it doesn't use aggressive 'Michelin mentioned' or 'celebrity chef' claims from the dictionary, it relies on 'Epic' and 'Legendary' status by association with partners like the Premier League and FIFA without providing direct proof of impact or participation details. The trust_theatre_flag is false, but the lack of external verification for performance claims in the body text creates a proof vacuum.

EVIDENCE: PROOF DENSITY

The proof density is low, with only a few specific entities named (Premier League, FIFA, The Devil Wears Prada) amidst a sea of vague assertions. While these partnerships are recognizable, they serve as brand-association filler rather than substantiated evidence of product quality or company performance. Out of over 2,300 characters of text per page, zero instances of specific nutritional data, water-usage metrics, or verified customer satisfaction scores are present in the provided crawl.

COMMODITY FINGERPRINT

Detection of industry cliches/templates.

4

27% Reputation

The site's positioning is highly commoditized for a corporate promotional hub, using value proposition cliches like 'more than just a meal' equivalents (e.g., 'Big flavour, bold energy'). The content could be easily swapped with any major FMCG competitor by changing the logo, as phrases like 'Discover Coca-Cola promotions' and 'Participate in... Rewards' are industry-standard templates. The template_fingerprints for 'About Us' and 'Need help?' are present but lead to generic footer-level placeholders rather than substantive brand history or sourcing transparency.

IDENTITY & AUTHORITY

Expert verifiability & Schema depth.

6

40% Reputation

DIAGNOSIS: AUTHORITY GAPS

A significant authority gap exists in the Schema.org implementation, which lists the WebSite name as 'Coca-Cola.com' and the URL as 'www.coca-cola.com' despite the site being hosted on the 'coca-cola.co.uk' domain. There is no Person schema or Organization schema identifying local leadership, ingredient experts, or sustainability authorities. The technical implementation is also flawed, with the same H1 'Explore Our Brands' used across all four analyzed pages regardless of the specific brand intended for the sub-page, indicating a lack of technical precision in content management.

EVIDENCE: PERFORMANCE VS. CLAIMS

The site makes bold performance-style marketing claims about being 'irresistibly stylish' and offering 'EPIC' prizes without providing a breakdown of previous winners, specific prize values, or the 'Athlete Code' details promised in the H2. The tone is high-energy marketing, yet the actual demonstrated substance is limited to a list of current promotions. There is no evidence of the 'culinary excellence' or 'ingredient sourcing' metrics that would be expected in a high-authority food/beverage site.

[See how to improve >](#)

INDUSTRY MATCH & SCORE SUMMARY

Food, Restaurants & Delivery Reputation: Coca-Cola Great Britain (coca-cola.co.uk)

Reputation: 39 / 100

INDUSTRY CLASSIFICATION

The site fits the broad Food and Beverage category, specifically focusing on consumer engagement and promotions. However, the content provided is purely promotional and lacks the 'proof expectations' of the industry dictionary, such as ingredient sourcing or nutritional transparency, functioning more as a marketing billboard than a brand authority site.

"The score of 39 is driven primarily by the maximum penalties in Information Density and Semantic Coherence due to the 100% duplication of content across all four URLs. The lack of domain-specific schema and the reliance on marketing adjectives over product data further inflated the Identity and Authority gap. While the brands themselves have high external authority, the website's forensic substance is almost entirely fluff."

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://coca-cola.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 29, 2026

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