

AI Reputation Analysis and Signal Evaluation - Coffeebar

BRAND AI REPUTATION

Food, Restaurants & Delivery Reputation: Coffeebar (coffeebar.com)

https://coffeebar.com

Industry: Food, Restaurants & Delivery



FOOD, RESTAURANTS & DELIVERY

57.6 Avg Reputation

Based on 2707 businesses audited.

REPUTATION LEVEL

HIGHER REPUTATION THAN AVERAGE

Coffeebar has 1.4 points more reputation than the average for Food, Restaurants & Delivery.

EXPERT VERDICT

Coffeebar is a legitimate, high-functioning business that hides behind a thick layer of millennial lifestyle jargon and aggressive motivational slogans. While the 'Kick Ass' fluff suggests a high BS factor, the underlying infrastructure of 10 physical locations and transparent subscription pricing proves the substance is real. It is a 'Lifestyle Brand' first and a coffee roaster second, but it actually has the beans to back up the bravado.

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INFO DENSITY

Power-words vs. Substance ratio.

18

60% Reputation

The Information Density score of 12 reflects a divide between substance-heavy location/pricing data and high-fluff marketing headers. Headings such as 'Wake Up. Kick Ass. Sleep. Repeat.' and 'High-quality ingredients throughout our menu' contain 100% power words and zero specific nouns. However, the body text delivers actual substance, citing '10 LOCATIONS' and '5 REGIONS' alongside specific street addresses. The ratio of generic language is highest on the homepage, while the Shop and Locations pages provide the necessary technical and logistical data to ground the brand.

SEMANTIC COHERENCE

Homepage promise vs. Sub-page reality.

17

85% Reputation

Semantic drift is minimal, scoring only 3. The homepage H1 'Never run out of coffee again' is directly supported by the Shop page's 'Subscription' products, which offer specific intervals (every 4 weeks) and transparent pricing (\$18.90 - \$22.50). There is no disconnect between the 'Italian-style coffee roaster' signal and the actual inventory, which includes 'Zephyr Espresso' and 'Giuseppe Italian Roast.' The only minor drift is the 'Classes and Events' signal, which displays '0 events found' for future dates despite the nav-header promise.

TRUST & PROOF

Verifiable evidence vs. Trust Theatre.

10

50% Reputation

DIAGNOSIS: TRUST THEATRE

Trust and proof are hampered by a low review_count of 3 across the entire crawl, which is statistically incongruous for a business claiming 10 locations. The claim of being 'VERTICALLY SOURCED' appears frequently as a H4 and H2 signal but lacks a dedicated page or list naming the specific farms or producers to verify the 'connecting the dots' claim. Additionally, the Calendar page presents past events from late 2025 and early 2026 as its only evidence of community engagement, suggesting a lack of current validation.

EVIDENCE: PROOF DENSITY

Proof density is high regarding physical existence and commercial offerings but low regarding sourcing claims. The site provides 11 proof links on the Locations page and 15 specific product listings on the Shop page, creating a high ratio of verifiable 'buyable' evidence. Conversely, the 'vertically sourced' claim has a 0:1 proof ratio, as no external links or documents verify the direct-trade relationship with farmers.

COMMODITY FINGERPRINT

Detection of industry cliches/templates.

5

33% Reputation

The site scores a 10 in the Commodity Fingerprint pillar due to heavy reliance on the industry_jargon and generic_claims arrays. Matches include 'high-quality ingredients,' 'taste the difference,' 'locally sourced,' and value_prop_cliches like 'more than just a great cup of coffee.' While the 'Kick Ass' branding attempt is somewhat distinct, the supporting copy ('where each element contributes to the perfect cup') could be interchangeably used by any boutique roaster.

IDENTITY & AUTHORITY

Expert verifiability & Schema depth.

9

60% Reputation

DIAGNOSIS: AUTHORITY GAPS

Authority is moderately established by naming specific personnel like 'Matt Brown, Director of Coffee' and 'Becky Tachihara,' yet there is a technical gap in the schema_json. The site lacks Person schema or outbound 'sameAs' links to professional footprints for these experts. Furthermore, the use of a generic Organization schema rather than a more specific Roastery or Restaurant LocalBusiness schema for the individual branches limits the structured data authority.

EVIDENCE: PERFORMANCE VS. CLAIMS

The marketing tone claims a 'radically-inclusive Italian café experience,' which is a bold social claim that remains unsubstantiated by any community impact data or specific diversity metrics. Performance claims like 'Roasted to Perfection' are paired with generic blog summaries rather than technical roasting specs (e.g., Agtron scores or specific roast profiles). However, the operational claims regarding shipping and delivery are well-substantiated by the functional e-commerce backend.

[See how to improve >](#)

INDUSTRY MATCH & SCORE SUMMARY

Food, Restaurants & Delivery Reputation: Coffeebar (coffeebar.com)

Reputation: 59 / 100

INDUSTRY CLASSIFICATION

The site content perfectly aligns with the Food, Restaurants & Delivery category, specifically focusing on coffee roasting, retail cafe operations, and e-commerce subscriptions. The presence of physical location data, menu descriptions, and a functional shop for 'Hand-roasted coffee' confirms the classification.

"The score of 59 is primarily driven by the Information Density and Commodity Fingerprint pillars. The site relies on a high volume of industry clichés and 'Kick Ass' slogans that provide zero informational value. However, the near-perfect Semantic Coherence between the homepage promises and the Shop page deliverables prevents the score from reaching the 'High BS' range."

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://coffeebar.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 26, 2026

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