

AI Reputation Analysis and Signal Evaluation - Deraliye

BRAND AI REPUTATION

Food, Restaurants & Delivery Reputation: Deraliye (www.deraliye.com)

https://www.deraliye.com

Industry: Food, Restaurants & Delivery



FOOD, RESTAURANTS & DELIVERY

57.6 Avg Reputation

Based on 2707 businesses audited.

REPUTATION LEVEL

LOWER REPUTATION THAN AVERAGE

Deraliye has 8.6 points less reputation than the average for Food, Restaurants & Delivery.

EXPERT VERDICT

Deraliye presents a textbook case of a digital placeholder: the shell of a restaurant website that lacks the substance (menus, names, sources) to support its marketing claims. With a technical structure that abuses H1 tags for icons and sub-pages that contain no actual data, the site is currently 51% hot air. It functions as a digital business card rather than a culinary authority.

[See how to improve >](#)

INFO DENSITY

Power-words vs. Substance ratio.

19

63% Reputation

The site exhibits high heading fluff saturation, specifically repeating H1 tags for decorative symbols and the same WELCOME TO DERALIYE phrase multiple times. While body text includes specific locations like Cockfosters and a guest capacity of 120, the substance is diluted by phrases like carefully curated list of wines and contemporary Turkish cooking without further detail. The specificity absence is notable, as no ingredients, suppliers, or chef backgrounds are named to support the claims.

SEMANTIC COHERENCE

Homepage promise vs. Sub-page reality.

8

40% Reputation

A significant disconnect exists between the primary navigation and available content; the homepage promises a carefully curated list of wines and cocktails, yet the menus sub-page is entirely empty of text or data in the crawl. The homepage positions the brand as a modern Turkish restaurant and bar, but the lack of actual menu items or descriptions on sub-pages prevents the site from delivering on its core signal. Messaging consistency is weak because the sub-pages provide zero supporting evidence for the homepage value propositions.

TRUST & PROOF

Verifiable evidence vs. Trust Theatre.

14

70% Reputation

DIAGNOSIS: TRUST THEATRE

The homepage claims a review_count of 25 and the cart page claims 9, but these lack verified third-party proof paths or links to platforms like TripAdvisor or Google Reviews in the provided text. There is no mention of a Food Hygiene Rating, which is a critical missing element in the Food and Restaurant industry. Claims of care and quality are unsubstantiated by any external certifications or hygiene credentials.

EVIDENCE: PROOF DENSITY

The ratio of verifiable proof to assertions is extremely low; the only hard numbers provided are the 120-guest capacity and the review counts, which are not linked to sources. Out of three analyzed pages, two are essentially empty of substantive text (insufficient: true), leaving the brand's reputation to rest entirely on the homepage's high-level assertions. There are zero mentions of ingredient sourcing or specific culinary techniques that would provide artisan substance.

COMMODITY FINGERPRINT

Detection of industry cliches/templates.

4

27% Reputation

The value proposition Modern Turkish Restaurant & Bar in Cockfosters serving contemporary Turkish cooking is a classic commodity template that could be applied to any competitor in the same geography. The site uses generic claims like authentic Turkish food and Mediterranean flavours and value_prop_cliches such as make your special occasion truly memorable. Template fingerprints are high, with sections like Group bookings and Contact following a standard industry boilerplate with zero unique brand narrative.

IDENTITY & AUTHORITY

Expert verifiability & Schema depth.

4

27% Reputation

DIAGNOSIS: AUTHORITY GAPS

While the restaurant claims to be family-run, it fails to name any family members, chefs, or founders, creating a lack of person-based authority. The technical implementation is poor, with at least nine H1 tags used on the homepage, many containing only decorative symbols like diamonds, which contradicts any claim of a premium or modern experience. Schema data is limited to generic LocalBusiness types without sameAs links to establish a digital footprint on social media or review aggregates.

EVIDENCE: PERFORMANCE VS. CLAIMS

The site makes bold qualitative claims about set menus crafted with the same care and quality as à la carte offerings, yet provides no actual menu to evaluate. The promise of a carefully curated list of wines is a performance claim without a single bottle or region named. There is a total absence of specific culinary results or credentials, such as awards or local press mentions, to support the marketing tone.

[See how to improve >](#)

INDUSTRY MATCH & SCORE SUMMARY

Food, Restaurants & Delivery Reputation: Deraliye (www.deraliye.com)

Reputation: 49 / 100

INDUSTRY CLASSIFICATION

The site content aligns with a Turkish restaurant and bar category, specifically targeting the Cockfosters and Barnet areas. The use of terms like meze, charcoal-grilled, and Turkish cooking confirms the industry alignment, though the depth of content is shallow.

"The score of 49 is driven primarily by extreme semantic drift (empty sub-pages) and a high commodity fingerprint. The technical failure of the heading hierarchy and the absence of naming specific authorities or suppliers also contributed significantly to the Identity and Authority pillar penalty."

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://www.deraliye.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 21, 2026

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