

AI Reputation Analysis and Signal Evaluation - Graza

BRAND AI REPUTATION

Food, Restaurants & Delivery Reputation: Graza (graza.co)

https://graza.co

Industry: Food, Restaurants & Delivery



FOOD, RESTAURANTS & DELIVERY

57.6 Avg Reputation

Based on 2707 businesses audited.

REPUTATION LEVEL

HIGHER REPUTATION THAN AVERAGE

Graza has 28.4 points more reputation than the average for Food, Restaurants & Delivery.

EXPERT VERDICT

Graza is a rare example of a direct-to-consumer brand that leads with forensic product facts rather than marketing fluff. The BS score is exceptionally low, driven by a commitment to transparency regarding harvest yields and potato starch ratios. It is a substance-first operation.

[See how to improve >](#)

INFO DENSITY

Power-words vs. Substance ratio.

25

83% Reputation

Information density is exceptionally high for a consumer brand. The site avoids generic descriptors in favor of granular metrics, such as the fact that 24 lbs of Picual olives produce 1 liter of Drizzle oil or that potatoes are sliced 20 percent thinner than average. While headings like HAPPY OLIVES and FRESH IS BEST are somewhat generic, the body text immediately backs them with technical harvest months (October vs. November) and olive counts (5,000 per bottle).

SEMANTIC COHERENCE

Homepage promise vs. Sub-page reality.

20

100% Reputation

There is zero detectable semantic drift between the homepage signal and sub-page substance. The homepage meta description promises good, fresh olive oil in squeeze bottles, and every product page delivers exact specifications regarding the Picual olives used and the functionality of the squeeze/refill system. The narrative remains consistent from the hero section to the bottom of the product funnel.

TRUST & PROOF

Verifiable evidence vs. Trust Theatre.

17

85% Reputation

DIAGNOSIS: TRUST THEATRE

Trust theatre is minimal. The site displays over 4,000 reviews for product sets like The Duo, and these are integrated via third-party review platforms (Okendo) as evidenced in the schema. However, the site lacks outbound links to third-party certifications (e.g., USDA Organic or olive oil council certifications) which would provide external validation to the high-quality claims.

EVIDENCE: PROOF DENSITY

The ratio of verifiable evidence to assertions is high. For every claim of quality, the site provides a technical reason, such as early harvest antioxidants or soil fluffy, nutrient-rich soil in the Red River Valley. Across 4 pages, there are at least 12 distinct proof points involving numbers, locations, and technical specifications.

COMMODITY FINGERPRINT

Detection of industry cliches/templates.

12

80% Reputation

The brand positioning is highly differentiated through its 'Sizzle vs Drizzle' nomenclature and squeeze bottle format, making it difficult to copy-paste onto a competitor. Matches with industry clichés are low, though template phrases like See what else we are cooking up and More Graza To Love appear as boilerplate. The value proposition is centered on technical utility rather than generic culinary excellence.

IDENTITY & AUTHORITY

Expert verifiability & Schema depth.

12

80% Reputation

DIAGNOSIS: AUTHORITY GAPS

There is a minor identity gap regarding named experts or founders on the crawled pages, as the text focuses on the olives and the trees (Grandfathers) rather than a human team. Technically, there is a mismatch in the Potato Chips schema which lists the category as Apparel and Accessories, a common structural data error. This slightly detracts from the technical authority score.

EVIDENCE: PERFORMANCE VS. CLAIMS

The site's bold claims, such as being the No. 1 Finishing Oil, are presented as internal product rankings rather than unverifiable market superiority claims. It demonstrates substance by explaining the high smoke point and specific gravity of its potatoes. There are no claims of life-changing results, only functional culinary outcomes.

[See how to improve >](#)

INDUSTRY MATCH & SCORE SUMMARY

Food, Restaurants & Delivery Reputation: Graza (graza.co)

Reputation: 86 / 100

INDUSTRY CLASSIFICATION

The website perfectly aligns with the Food and Pantry retail category. The content is strictly focused on olive oil production, harvest cycles, and potato chip manufacturing specs, confirming the industry classification through high-resolution product data.

"The score of 86 is driven primarily by minor technical schema errors and a lack of named personnel. Information density and semantic coherence are nearly perfect, which is atypical for the direct-to-consumer food industry. The site avoids almost all common industry red flags."

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://graza.co> 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 30, 2026

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