

AI Reputation Analysis and Signal Evaluation - Hartley's Restaurant

BRAND AI REPUTATION

Food, Restaurants & Delivery Reputation: Hartley's Restaurant (hartleys.ie)

http://hartleys.ie

Industry: Food, Restaurants & Delivery



FOOD, RESTAURANTS & DELIVERY

57.6 Avg Reputation

Based on 2707 businesses audited.

REPUTATION LEVEL

HIGHER REPUTATION THAN AVERAGE

Hartley's Restaurant has 18.4 points more reputation than the average for Food, Restaurants & Delivery.

EXPERT VERDICT

Hartley's Restaurant presents an exceptionally low-BS profile that prioritizes historical context and supply-chain transparency over generic marketing jargon. It is a rare example where the substance of the building and the ingredients is the primary signal, rather than 'passionate' adjectives. The only significant 'bullshit' is technical: a lack of structured data and meta-optimization that fails to match the high-quality narrative of the text.

[See how to improve >](#)

INFO DENSITY

Power-words vs. Substance ratio.

24

80% Reputation

The site exhibits high information density with a low fluff-to-substance ratio. Instead of generic marketing, the text provides specific historical data regarding the building's 1836 origin, architect John Skipton Mulvaney, and its 2007 opening. Body text includes specific nouns and entities such as Wrights of Marino, Glenmar Shellfish, and Hereford Prime Irish Steaks, which significantly outweighs the few power words like magnificent or quality. Concept repetition is low, with the heritage claim being a core identity rather than a redundant sales tactic.

SEMANTIC COHERENCE

Homepage promise vs. Sub-page reality.

18

90% Reputation

There is virtually zero semantic drift between the homepage signal and sub-page delivery. The homepage promises heritage and local produce, and the Menus page immediately delivers on this by naming the specific markets (Smithfield) and suppliers. The Terrace and Cocktails pages maintain this localized Irish focus, supporting the primary brand identity of being proud custodians of a historical space. Heading hierarchy is mostly logical, though the repetitive [H2] BOOK NOW markers are slightly disruptive.

TRUST & PROOF

Verifiable evidence vs. Trust Theatre.

17

85% Reputation

DIAGNOSIS: TRUST THEATRE

The site avoids trust theatre by not displaying unverified reviews or fake award badges; review_count is 0 across all pages. While it lacks verified third-party review links beyond a single proof_links_count of 1 (likely social media), it substantiates its claims through supply-chain transparency rather than testimonial fluff. The absence of a trust_theatre_flag indicates the site isn't trying to manufacture credibility through generic icons.

EVIDENCE: PROOF DENSITY

Proof density is high for the restaurant industry. The site provides 8+ specific verifiable facts including historical dates (1836, 1853, 1971, 2007), named suppliers (three distinct entities), and named professional collaborators (Simon Tyrrell). This ratio of evidence to vague assertions is superior to most mid-market restaurant sites.

COMMODITY FINGERPRINT

Detection of industry cliches/templates.

11

73% Reputation

While the site uses industry jargon like locally sourced and seasonal menu, it largely exempts itself from commodity penalties by providing specific evidence (naming Wrights of Marino and Glenmar Shellfish). The value proposition is highly unique due to the architectural heritage of Mallin Railway Station, making it impossible to copy-paste this content onto a competitor. Template language is minimal, restricted mostly to standard [H2] FOLLOW US ON INSTAGRAM and BOOK NOW sections.

IDENTITY & AUTHORITY

Expert verifiability & Schema depth.

6

40% Reputation

DIAGNOSIS: AUTHORITY GAPS

The primary BS drivers are technical authority gaps. The schema_json is null across all pages, representing a failure to anchor the brand's identity in structured data. Expert claims regarding Simon Tyrrell and specific distillers are credible but lack a digital footprint via Person schema or sameAs links. Additionally, the technical implementation shows a lack of meta descriptions and missing H1 tags on the Reservations page, creating a gap between the restaurant's premium positioning and its digital execution.

EVIDENCE: PERFORMANCE VS. CLAIMS

There is a strong connection between marketing claims and evidence. The claim of being rich in heritage is proven by a detailed 19th-century timeline of the building. Claims of quality ingredients are backed by naming the specific age of the beef (28-day aged) and the specific sources of the seafood. The only minor disconnect is the lack of specific pricing in the crawled menu text.

[See how to improve >](#)

INDUSTRY MATCH & SCORE SUMMARY

Food, Restaurants & Delivery Reputation: Hartley's Restaurant (hartleys.ie)

Reputation: 76 / 100

INDUSTRY CLASSIFICATION

The website perfectly aligns with the Food, Restaurants & Delivery category. Content is focused on culinary offerings, drink programs, and the physical dining environment of a specific Dún Laoghaire location.

"The score of 76 indicates Minimal BS. The score was primarily driven by technical identity gaps (Pillar 5) rather than content fluff or semantic drift. If the site had structured data and better meta-optimization, the score would likely fall into the low teens."

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://hartleys.ie> 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 19, 2026

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