

# AI Reputation Analysis and Signal Evaluation - Kehoes

## BRAND AI REPUTATION

### Food, Restaurants & Delivery Reputation: Kehoes (kehoesdublin.ie)

<https://kehoesdublin.ie>

Industry: Food, Restaurants & Delivery



#### FOOD, RESTAURANTS & DELIVERY

### 57.6 Avg Reputation

Based on 2707 businesses audited.

REPUTATION LEVEL

#### HIGHER REPUTATION THAN AVERAGE

Kehoes has 6.4 points more reputation than the average for Food, Restaurants & Delivery.

#### EXPERT VERDICT

A rare instance where a business has more substance in its physical history than its digital marketing, resulting in a low BS score despite technical neglect. The site is a treasure of architectural specificity and literary heritage, but the digital wrapper is a generic template that occasionally feels out of sync with time. If the technical implementation matched the 200-year historical depth, this would be a high-authority benchmark.

[See how to improve >](#)

#### INFO DENSITY

Power-words vs. Substance ratio.

21

70% Reputation

The site exhibits a high contrast between its marketing headings and historical body substance. While headings like 'The home of the perfect pint?' and 'The Perfect place for a drink' are generic fluff, the body text is dense with specific nouns and historical facts, such as the 1803 licensing date and detailed descriptions of original mahogany drawers and Victorian partitions. The ratio of specifics to fluff is better than industry averages, though phrases like 'homely feel' and 'friendly staff' appear without qualification. Substantiated claims regarding the 19th-century Victorian renovation provide significant weight against the lighter marketing claims found on the homepage.

## SEMANTIC COHERENCE

Homepage promise vs. Sub-page reality.

15

75% Reputation

There is a notable disconnect between the homepage H1 'What's On' and the actual content delivered, which focuses heavily on historical heritage rather than current events. The sub-pages deliver deeply on the 'heritage' promise found in the meta title, moving from a general 'Traditional Irish Pub' signal to granular detail about the 'Grocery and Snug Bar.' However, the 'Host an Event' page displays a stale notice about being full for 'December bookings' despite the system date being May 19, 2026, indicating a lack of content maintenance. This temporal drift contradicts the 'unpretentious Victorian shrine' positioning by suggesting a neglected digital presence.

## TRUST & PROOF

Verifiable evidence vs. Trust Theatre.

16

80% Reputation

### DIAGNOSIS: TRUST THEATRE

With a review\_count of 54 and proof\_links\_count of 2-3 across most pages, the site maintains a low but credible proof profile. The reviews from Dale Rossin and Stephen Hick in late 2025 are within the 12-month window of the current system date, adding substance to the claims of 'exemplary service.' However, the claim of being the 'best Irish Coffee in Dublin' and the 'perfect pint' remain unverified marketing tropes. The site lacks the trust\_theatre\_flag because the reviews are provided with full names and specific dates, even if direct external links are sparse.

### EVIDENCE: PROOF DENSITY

The proof density is moderated by a strong historical record but weakened by a lack of external validation links. Verifiable evidence includes the 1803 licensing date, the 2024 group award, and 54 specific customer testimonials dated within the current temporal window. These are weighed against vague assertions such as 'the perfect atmosphere' and 'famous for delicious food' which lack named suppliers or specific culinary accolades. The ratio favors substance for the property itself, but leans toward fluff regarding current culinary offerings.

## COMMODITY FINGERPRINT

Detection of industry clichés/templates.

7

47% Reputation

The site uses several industry clichés such as 'authentic flavors,' 'friendly staff,' and 'traditional Irish pub' which match the provided industry dictionary. The 'Host an Event' sections for 'Engagements' and 'Birthdays' use boilerplate language and template structures that could be copy-pasted onto any competitor's site. However, the value proposition is uniquely anchored by the specific literary history involving Behan and Kavanagh, which prevents the site from being a total commodity. The uniqueness of the 1803 licensing and Victorian architectural detail offsets the generic 'private dining' template language.

## IDENTITY & AUTHORITY

Expert verifiability & Schema depth.

5

33% Reputation

### DIAGNOSIS: AUTHORITY GAPS

The technical authority of the site is its weakest pillar, evidenced by a total lack of structured data (schema\_json is null) across all 6 pages analyzed. While the text mentions high-authority entities like the 'Louis Fitzgerald Group' and literary figures, there are no SameAs links or Organization schema to programmatically verify these connections. There is no Person schema for the proprietor or staff, leaving expert claims about 'authentic experiences' without a digital footprint. This technical gap creates a mismatch between the site's claim of being a 'heritage shrine' and its actual digital implementation.

### EVIDENCE: PERFORMANCE VS. CLAIMS

The primary performance claim 'Awarded Best Pub Group 2024' is specific and verifiable, providing a strong signal of real-world success. In contrast, the 'best pint in Dublin' claim is a bold performance assertion that lacks any cited source or independent award verification, making it a subjective marketing claim. The site demonstrates its performance through specific event capacity numbers (up to 100 people) rather than vague metrics, though food hygiene ratings are missing from the analyzed data.

[See how to improve >](#)

## INDUSTRY MATCH & SCORE SUMMARY

Food, Restaurants & Delivery Reputation: Kehoes (kehoesdublin.ie)

Reputation: 64 / 100

### INDUSTRY CLASSIFICATION

The website perfectly aligns with the Food, Restaurants & Delivery industry, specifically as a traditional Irish heritage pub. The content consistently references specific pub culture elements such as snugs, Victorian mahogany bars, and Guinness, confirming the industry classification.

*"The score of 64 is driven primarily by the high Identity and Authority gap (10/15) due to missing schema and the Commodity Fingerprint (8/15) from template event pages. These were offset by a very low Information Density penalty (9/30) because the body text is exceptionally specific about the physical premises. The site avoids 'Extreme BS' territory through its 223-year documented history and specific award references."*

### 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://kehoesdublin.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