

# AI Reputation Analysis and Signal Evaluation - Orchard Pig

## BRAND AI REPUTATION

### Food, Restaurants & Delivery Reputation: Orchard Pig (orchardpig.co.uk)

<https://orchardpig.co.uk>

Industry: Food, Restaurants & Delivery



REPUTATION LEVEL

## FOOD, RESTAURANTS & DELIVERY

### 57.6 Avg Reputation

Based on 2707 businesses audited.

#### LOWER REPUTATION THAN AVERAGE

Orchard Pig has 12.6 points less reputation than the average for Food, Restaurants & Delivery.

## EXPERT VERDICT

Orchard Pig is a textbook example of narrative-heavy branding masking a technical and functional vacuum. While the 'Old Spot' story is charming, the repetitive copy, lack of structured data, and empty shop page result in a high BS score for a functional business site.

[See how to improve >](#)

## INFO DENSITY

Power-words vs. Substance ratio.

15

50% Reputation

Information density is diluted by extreme repetition; the phrase 'West Country bittersweet cider apples, expertly crafted to our own special blend' appears verbatim multiple times across the homepage and core range pages. Substance is found in technical specs like '4.5% ABV' for Reveller and '6% ABV' for Truffler, but these are buried under power-word-heavy headings like 'A RARE BREED OF CIDER' and 'refreshingly different.' 100% of the H2 headings on the homepage are duplicated story markers or generic category labels.

## SEMANTIC COHERENCE

Homepage promise vs. Sub-page reality.

14

70% Reputation

A significant drift occurs between the Shop page's H1 'More apples. Less bubbles' and the actual content which states 'No Products' under the H2 'All Products.' The homepage and Core Range pages invite the user to 'Shop now' and 'Stock Up Today,' yet the transactional layer of the site fails to deliver any inventory. This creates a disconnect between the brand's 'rare breed' positioning and its functional inability to provide the product in the provided crawl data.

## TRUST & PROOF

Verifiable evidence vs. Trust Theatre.

10

50% Reputation

### DIAGNOSIS: TRUST THEATRE

The site claims 8 reviews in the metadata but provides zero external proof links or third-party verification paths within the clean text to validate customer satisfaction. While it uses industry-standard 'Vegan & Gluten-Free' claims, it lacks a Food Hygiene Rating or specific supplier names, relying instead on the generic 'West Country' geographical indicator. The trust theatre is primarily driven by internal narrative rather than external validation.

### EVIDENCE: PROOF DENSITY

The ratio of substance to fluff is low, with approximately one technical fact (ABV) for every five lines of narrative prose. Specific proof points are limited to the mentions of 'Somerset' and 'Old Spot pigs,' while the rest of the text is comprised of subjective descriptors like 'fruity nose' and 'zesty tail.' No links to press coverage, certifications, or independent reviews were detected in the body text.

## COMMODITY FINGERPRINT

Detection of industry cliches/templates.

4

27% Reputation

The site heavily utilizes industry clichés such as 'expertly crafted,' 'refreshingly different,' and 'born out of a shared thirst.' The template structure is highly predictable, using boilerplate sections like 'Our Story' and 'Stay in touch!' which could be applied to any craft beverage competitor. While the 'Old Spot' pig branding provides a unique visual hook, the copy adheres strictly to the 'artisan' playbook without naming specific people or methods.

## IDENTITY & AUTHORITY

Expert verifiability & Schema depth.

2

13% Reputation

### DIAGNOSIS: AUTHORITY GAPS

There is a total absence of structured data (schema\_json is null), representing a significant technical authority gap. No founders, cider makers, or experts are named, referred to only as a collective 'shared thirst,' leaving the brand without a human face or verifiable digital footprint. The lack of Person schema or Organization links (sameAs) suggests a brand-first, authority-last approach.

### EVIDENCE: PERFORMANCE VS. CLAIMS

The site claims to be 'no ordinary cider' and a 'rare breed,' but offers no measurable data or awards to support these superlatives. The claim 'expertly crafted to our own special blend' is a classic marketing assertion that lacks technical detail or a description of the 'expert' behind it. The disconnect is sharpest on the Shop page, where the performance claim of being the 'perfect cider' meets a page with no items for sale.

[See how to improve >](#)

## INDUSTRY MATCH & SCORE SUMMARY

---

**Food, Restaurants & Delivery Reputation: Orchard Pig (orchardpig.co.uk)**

**Reputation: 45 / 100**

### INDUSTRY CLASSIFICATION

The site strongly aligns with the Food & Beverage category, specifically cider production. The content consistently references West Country bittersweet apples, ABV percentages, and food pairings like tortilla chips with guacamole.

*"The score of 45 is driven primarily by the technical authority gap (13/15) and the repetitive, low-density information (15/30). The semantic drift on the shop page and the total lack of schema data prevent the site from achieving a professional substance rating, despite the strong brand identity."*

### 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://orchardpig.co.uk> 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 25, 2026

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