

# AI Reputation Analysis and Signal Evaluation - Relish

## BRAND AI REPUTATION

### Food, Restaurants & Delivery Reputation: Relish (relish.com)

https://relish.com

Industry: Food, Restaurants & Delivery



#### FOOD, RESTAURANTS & DELIVERY

### 57.6 Avg Reputation

Based on 2707 businesses audited.

REPUTATION LEVEL

#### HIGHER REPUTATION THAN AVERAGE

Relish has 15.4 points more reputation than the average for Food, Restaurants & Delivery.

#### EXPERT VERDICT

Relish is a highly functional utility that delivers on its core promise but hides behind a veil of corporate anonymity. It earns a low BS score for its transparency in pricing and integrations, yet fails the authority test by providing no named experts or structured data. The platform is real, but its '100% better than Google' rhetoric is classic marketing hot air.

[See how to improve >](#)

#### INFO DENSITY

Power-words vs. Substance ratio.

23

77% Reputation

Information density is surprisingly high for the meal-planning niche, anchored by specific data points such as the '700+ pre-built weekly meal plans' and '50,000+ top rated recipes.' While H1 and H2 headings like 'Do More With Your Recipes' are standard marketing fare, the body text delivers substance with clear pricing models (\$3.75/month) and specific technical features like 'auto-magically' recalculated nutrition labels. There is some repetition of the 'save any recipe from anywhere' claim across three pages, but it serves as a core functional promise rather than empty filler. The MARTINI list on the homepage provides concrete examples of the content the platform aggregates, including specific source domains like cookieandkate.com and tasteofhome.com.

## SEMANTIC COHERENCE

Homepage promise vs. Sub-page reality.

20

100% Reputation

There is virtually zero semantic drift between the homepage signal and the sub-page evidence. The homepage H1 introduces Relish+ as a premium membership for personalized recipe editing and meal planning, and the 'How it Works' page provides a granular breakdown of exactly what that membership entails. Pricing mentioned on the 'About Us' page (\$3.75 to \$4.95) aligns perfectly with the 'How it Works' pricing table, showing high internal consistency. The user journey from the 'National Martini Day' hook on the homepage to the functional signup pages follows a logical progression without changing the value proposition or target audience.

## TRUST & PROOF

Verifiable evidence vs. Trust Theatre.

14

70% Reputation

### DIAGNOSIS: TRUST THEATRE

Relish avoids the most egregious trust theatre traps by not displaying unverified five-star review widgets; the `review_count` is 0 across all tracked pages. However, the site lacks external proof paths or third-party validation links, relying entirely on internal claims and lists of logos. The claim that they are '100% positive' their site is better than Google is a bold performance assertion that lacks any cited study or data. While they name-drop prestigious publishers like Serious Eats and Skinnytaste, there are no outbound links to verified partnership agreements or testimonials from these creators.

### EVIDENCE: PROOF DENSITY

The proof density is moderate, driven primarily by the high number of specific partner names and publisher sources. By naming over 10 external entities (Amazon, Walmart, Instacart, etc.) and specific recipe sites (Simply Recipes, Cookie & Kate), the site provides a level of detail that is harder to fake than generic marketing. However, the ratio of unsubstantiated claims like 'finest recipe publishers' and 'best-in-class' relative to third-party verification is approximately 3:1. The site offers a free 2-week trial, which serves as a functional proof path, allowing users to verify the substance themselves.

## COMMODITY FINGERPRINT

Detection of industry cliches/templates.

11

73% Reputation

The site manages to avoid common restaurant clichés like 'made with love' or 'farm-to-table,' but it adopts standard tech-commodity language such as 'best-in-class recipes' and 'whiz-bang features.' The value proposition of a 'consolidated shopping list' is an industry standard for meal-planning apps, making it a commodity feature. The 'About Us' section is a classic template fingerprint, describing the team as a 'hard-working group of developers and food-lovers'?a description that could be applied to any competitor in the space. Despite this, the specific integration with five named grocery retailers provides a unique functional footprint that differentiates it from basic recipe blogs.

## IDENTITY & AUTHORITY

Expert verifiability & Schema depth.

5

33% Reputation

### DIAGNOSIS: AUTHORITY GAPS

The most significant bullshit indicator is the total absence of verifiable human authority; the 'Who is Behind Relish?' section mentions developers and artists but provides zero names or professional bios. There is a complete lack of JSON-LD schema (schema\_json is null), meaning the site fails to technically define itself as an Organization or provide SameAs links to social proof. The mention of 'nutritionists' creating the meal plans is an expert claim without a digital footprint, as no specific credentials or names are provided to back the assertion. This creates a technical credibility gap where the platform asks for financial trust (membership fees) without identifying its leadership.

### EVIDENCE: PERFORMANCE VS. CLAIMS

Relish makes bold claims about its technical superiority, specifically regarding the real-time recalculation of dietary attributes. While the 'How it Works' page lists this as a feature, there are no screenshots, demo videos, or technical white papers demonstrating the accuracy of these 'auto-magical' calculations. The performance claim of solving the 'What's for dinner dilemma' is supported by the 700+ meal plans, but the site lacks any case studies or user data proving it actually saves time for a real-world cohort. The gap between the 'premium' branding and the lack of verified user success stories creates a mild disconnect.

[See how to improve >](#)

## INDUSTRY MATCH & SCORE SUMMARY

Food, Restaurants & Delivery Reputation: Relish (relish.com)

Reputation: 73 / 100

### INDUSTRY CLASSIFICATION

The site fits the Food and Delivery category as a digital intermediary for recipe management and grocery logistics. It confirms this classification by naming specific grocery partners like Kroger, Walmart, and Instacart, though it functions more as a SaaS utility than a traditional restaurant.

*"The score of 73 is primarily driven by the 'Identity and Authority' pillar (10/15) due to the complete lack of schema and named experts. Information density and commodity fingerprints were low, as the site provides actual numbers and a specific, if somewhat common, software solution. The lack of fake reviews (Trust Theatre) kept the score firmly in the 'Low BS' category."*

### 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://relish.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: June 19, 2026

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