

AI Reputation Analysis and Signal Evaluation - St Peter?s Brewery

BRAND AI REPUTATION

Food, Restaurants & Delivery Reputation: St Peter?s Brewery (stpetersbrewery.co.uk)

<https://stpetersbrewery.co.uk>

Industry: Food, Restaurants & Delivery



REPUTATION LEVEL

FOOD, RESTAURANTS & DELIVERY

57.6 Avg Reputation

Based on 2707 businesses audited.

LOWER REPUTATION THAN AVERAGE

St Peter?s Brewery has 7.6 points less reputation than the average for Food, Restaurants & Delivery.

EXPERT VERDICT

St Peter?s Brewery is a legitimate physical business suffering from a 'digital ghost' syndrome where placeholders and empty templates undermine real-world substance. The BS score of 50 reflects a site that is not intentionally deceptive but is functionally hollow, relying on unverified trust theatre and broken technical structures. It effectively promises a tour of a brewery but leaves the visitor standing in an empty lobby.

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INFO DENSITY

Power-words vs. Substance ratio.

16

53% Reputation

Information density is severely hampered by technical placeholders and thin body text. Two H3 headings are literally titled 'Slide title', representing 100% fluff, while the 'Meet the Team' page contains virtually no body text despite the meta description promising a look at 'fantastic people'. Substance is present in the About Us meta-data, specifically the mention of a '25 year' history and use of a 'bore-hole' for water, but these specific nouns are rare relative to the repetitive use of 'award winning' and 'traditional'.

SEMANTIC COHERENCE

Homepage promise vs. Sub-page reality.

14

70% Reputation

The homepage promises high-level engagement through sections like 'MEET THE TEAM' and 'NEWS', but the sub-pages fail to deliver on these signals. Specifically, the 'Meet the Team' sub-page is an empty shell with no staff names or biographies, resulting in a significant disconnect between the primary navigation and the content substance. Furthermore, while the homepage positions the brand as an authority with 'ACCREDITATIONS', no specific accreditation bodies are detailed in the heading hierarchy of the sub-pages.

TRUST & PROOF

Verifiable evidence vs. Trust Theatre.

10

50% Reputation

DIAGNOSIS: TRUST THEATRE

The site displays a static review_count of 12 across all audited pages, yet the proof_links_count remains low at 2-3, suggesting a lack of third-party verification for these ratings. Testimonials are hardcoded directly into H3 tags, such as 'It's the best bitter I have ever tasted!', which functions as trust theatre without a verifiable source or date. The claim of being 'Award-winning' is repeated 5 times across meta-tags and headings without a single specific award body or year cited in the text provided.

EVIDENCE: PROOF DENSITY

The ratio of verifiable proof to marketing assertion is low; for every specific fact (e.g., 'water from its own bore-hole'), there are multiple unsubstantiated claims like 'best gluten free beer I have had'. Across 4 pages, there are only 3 instances of specific evidence (25 years, bore-hole, Suffolk origin) compared to over 10 instances of generic marketing labels. The lack of outbound links to external certifications or retail partners further dilutes the proof density.

COMMODITY FINGERPRINT

Detection of industry cliches/templates.

7

47% Reputation

The brewery relies heavily on industry clichés like 'award-winning', 'locally malted', and 'traditional', which match the industry_jargon dictionary. The 'About Us' and 'Meet the Team' sections follow standard template fingerprints but lack the specific detail required to move beyond a commodity profile. While the 'bore-hole' water source is a unique differentiator, the overall value proposition?'traditional beers and more unusual ones'?is generic enough to be applied to almost any regional craft brewery.

IDENTITY & AUTHORITY

Expert verifiability & Schema depth.

3

20% Reputation

DIAGNOSIS: AUTHORITY GAPS

There is a complete absence of schema_json across all four pages, representing a major technical authority gap for a business claiming 25 years of operation. While the site mentions 'Our Founder' in the H3 structure, it fails to name the individual or provide a digital footprint (sameAs links), leaving the brand's leadership anonymous. This lack of technical implementation (no H1 tags, no structured data) contradicts the claim of being a leading 'Traditional Suffolk Brewery'.

EVIDENCE: PERFORMANCE VS. CLAIMS

The brand's primary performance claim is its 'award winning' status, yet the evidence for these awards is not present in the crawl data, creating a signal-to-substance gap. The site claims a 'large assortment' of beers, but the visitors-shop page provides only generic headers rather than a specific inventory count or catalog evidence. The 'Meet the Team' meta description claims the brewery is run by an 'amazing team', but the actual page fails to prove the existence of a single employee.

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INDUSTRY MATCH & SCORE SUMMARY

Food, Restaurants & Delivery Reputation: St Peter's Brewery
(stpetersbrewery.co.uk)

Reputation: 50 / 100

INDUSTRY CLASSIFICATION

The site correctly identifies as a traditional brewery within the Suffolk region, focusing on production, retail (Online Shop), and tourism (Visitors Shop). The content focuses on brewing terminology like cask ales, bitters, and fruit beer, which aligns with the Food and Beverage industry patterns.

"The score is primarily driven by Identity and Authority gaps (12/15) and Information Density issues (14/30). The total absence of structured data and the presence of technical placeholders like 'Slide title' significantly increased the penalty. The Trust and Proof score (10/20) reflects the use of unverified testimonials and a lack of specific award citations."

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://stpetersbrewery.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: June 20, 2026

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