

AI Reputation Analysis and Signal Evaluation - The Lucky Duck

BRAND AI REPUTATION

Food, Restaurants & Delivery Reputation: The Lucky Duck (theluckyduck.ie)

<https://theluckyduck.ie>

Industry: Food, Restaurants & Delivery



FOOD, RESTAURANTS & DELIVERY

57.6 Avg Reputation

Based on 2707 businesses audited.

REPUTATION LEVEL

HIGHER REPUTATION THAN AVERAGE

The Lucky Duck has 18.4 points more reputation than the average for Food, Restaurants & Delivery.

EXPERT VERDICT

The Lucky Duck is a rare example of a hospitality site that prioritizes utility over hype, providing clear menus and historical context without excessive jargon. It is technically under-optimized (missing schema), but its content is grounded in physical and fiscal reality. This is high-substance, low-BS brand communication.

[See how to improve >](#)

INFO DENSITY

Power-words vs. Substance ratio.

23

77% Reputation

The site exhibits high information density, particularly on the cocktails page where every drink is listed with its unique name, specific ingredients (e.g., Poitín, Crème de Peche), and exact price (?13). The about page provides historical anchor points like 1756 and 1837, avoiding the 'best in town' fluff in favor of architectural and urban landmark significance. Generic marketing language is minimal, restricted to phrases like 'making the old new again' and 'proper pints,' which are common for the industry but supplemented by specific data.

SEMANTIC COHERENCE

Homepage promise vs. Sub-page reality.

20

100% Reputation

There is virtually zero semantic drift between the homepage signal and sub-page substance. The [H3] Cocktails & Fine Food promise on the homepage is directly supported by the /cocktails/ page, which lists 13+ signature drinks and an extensive whiskey list. The [H2] Ground Floor / [H2] Upstairs Bars distinction is clearly articulated through descriptions of the physical space in /pub/, matching the tiered layout mentioned in the meta description.

TRUST & PROOF

Verifiable evidence vs. Trust Theatre.

17

85% Reputation

DIAGNOSIS: TRUST THEATRE

Trust theatre is low; the site does not rely on fake badges or inflated accolades. While the review_count of 2 is negligible, the site does not trigger trust_theatre_flags by presenting unverified testimonials. The primary proof point is the transparency of the menu and pricing, though it lacks external validation links like Michelin or TripAdvisor badges.

EVIDENCE: PROOF DENSITY

Proof density is moderate to high based on technical specificity. The ratio of vague assertions to specific evidence is balanced by the inclusion of exact pricing for dozens of spirits and cocktails, specific floor capacities (Seated 90, Standing 150), and historical dates for the building's provenance. The primary lack of proof is the missing allergen and sourcing information often expected in this category.

COMMODITY FINGERPRINT

Detection of industry cliches/templates.

11

73% Reputation

The site uses standard template markers like [H3] Book a Table and [H3] SIGNUP TO OUR NEWSLETTER, but the body content avoids the most egregious industry clichés such as 'farm-to-table' or 'made with love.' The value proposition is somewhat unique to the Dublin market by emphasizing its 20-year idle history and its 'shortest Guinness lines' claim, which provides a level of brand character beyond a generic gastropub.

IDENTITY & AUTHORITY

Expert verifiability & Schema depth.

5

33% Reputation

DIAGNOSIS: AUTHORITY GAPS

The most significant gap is technical identity; the schema_json is null across all crawled pages, which is a major authority oversight for a local business. Furthermore, while the site mentions a 'hard-working staff,' it fails to name a head chef or lead mixologist, leaving the 'expert' claims behind the 'Fine Food' and 'Unique Cocktails' as brand-led rather than person-led.

EVIDENCE: PERFORMANCE VS. CLAIMS

The site makes few bold performance claims, opting instead for descriptive assertions about its atmosphere and offerings. The claim of having one of the 'shortest lines in Dublin' for Guinness (promising a better pint) is a local industry trope that remains unsubstantiated but serves more as flavor text than a fraudulent marketing claim. No aggressive 'revenue growth' or 'award-winning' claims are present without some context.

[See how to improve >](#)

INDUSTRY MATCH & SCORE SUMMARY

Food, Restaurants & Delivery Reputation: The Lucky Duck (theluckyduck.ie)

Reputation: 76 / 100

INDUSTRY CLASSIFICATION

The content perfectly aligns with the Food, Restaurants & Delivery category. It specifically describes a multi-story Victorian pub and cocktail lounge offering food and drinks, backed by a detailed spirits and cocktail menu.

"The score of 76 is primarily driven by the Identity and Authority pillar (10/15) due to the complete lack of structured data and named experts. Information Density and Trust pillars scored very low (reflecting high substance) because the site provides transparent pricing and specific historical data rather than generic marketing fluff."

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://theluckyduck.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

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