

AI Reputation Analysis and Signal Evaluation - The Sun in Scawsby

BRAND AI REPUTATION

Food, Restaurants & Delivery Reputation: The Sun in Scawsby (www.thesunscawsby.co.uk)

<https://www.thesunscawsby.co.uk>

Industry: Food, Restaurants & Delivery



FOOD, RESTAURANTS & DELIVERY

57.6 Avg Reputation

Based on 2707 businesses audited.

REPUTATION LEVEL

LOWER REPUTATION THAN AVERAGE

The Sun in Scawsby has 15.6 points less reputation than the average for Food, Restaurants & Delivery.

EXPERT VERDICT

A classic 'Corporate Shell' profile where brand-level marketing templates have successfully suffocated local identity. The site provides the bare minimum of operational data while hiding its actual product (food and prices) behind a wall of adjective-heavy fluff. It scores as Moderate BS because it doesn't lie about its identity, it just refuses to prove its quality.

[See how to improve >](#)

INFO DENSITY

Power-words vs. Substance ratio.

10

33% Reputation

Headings are heavily saturated with promotional fluff such as 'The good times are here' and 'Your Long Weekend, Sorted' without providing specific details. The body text relies on generic adjectives like 'tasty menu,' 'crowd-pleasing favourites,' and 'legendary grills' instead of substantive nouns or measurable quality markers. Concept repetition is high, with the 'local for the World Cup' and 'dog friendly' value propositions restated across multiple pages without adding new depth.

SEMANTIC COHERENCE

Homepage promise vs. Sub-page reality.

15

75% Reputation

The homepage H1 'WELCOME TO The Sun' is supported by sub-pages, but the substance within those pages often drifts into generic Marston's boilerplate. The 'Menus' page is a significant point of drift; it promises to help the user 'Discover your new favourites' but fails to list a single dish name, price, or ingredient in the provided text. The World Cup page provides fixtures but uses a generic promo code '20123456789' that appears more like a placeholder than a bespoke local offer.

TRUST & PROOF

Verifiable evidence vs. Trust Theatre.

7

35% Reputation

DIAGNOSIS: TRUST THEATRE

The site displays a review_count of 23 to 35 across pages, yet the proof_links_count remains at 1, indicating a lack of verifiable outbound paths to third-party review platforms. Claims like 'legendary grills' and 'first-class events' are presented as facts but lack any external validation, awards, or customer testimonials to substantiate them. No food hygiene rating is explicitly mentioned in the text, which is a primary proof expectation for this industry.

EVIDENCE: PROOF DENSITY

The ratio of verifiable evidence to assertions is low; for every concrete fact (like opening hours or the presence of an electric car charging station), there are multiple unsubstantiated claims about food quality and atmosphere. The absence of pricing on the menu page and the lack of a named supplier list significantly reduces the proof density for a 'Food & Restaurant' entity. The promo code is the only specific technical deliverable, but its generic format weakens its impact as unique proof.

COMMODITY FINGERPRINT

Detection of industry clichés/templates.

2

13% Reputation

The site is a textbook example of industry clichés, matching 'freshest ingredients,' 'something for everyone,' and 'talented chefs' from the industry dictionary. The value proposition is entirely interchangeable; the text could be copy-pasted onto any other Marston's pub website with zero loss in logic. Template sections like 'Our Menus' and 'Find Us' contain minimal unique local flavor, relying instead on brand-wide marketing speak.

IDENTITY & AUTHORITY

Expert verifiability & Schema depth.

8

53% Reputation

DIAGNOSIS: AUTHORITY GAPS

While the site references 'talented chefs' and an 'experienced team,' no individuals are named, and there is no Person schema or sameAs links to establish their professional footprint. The identity in schema is restricted to a basic LocalBusiness type, failing to leverage more specific identifiers that would establish the pub as a unique community authority. There is a technical credibility gap where the 'Results' page is virtually empty, containing only an H2 'Results' tag and 12 characters of text.

EVIDENCE: PERFORMANCE VS. CLAIMS

The pub claims to be 'known for providing first-class events,' but provides no evidence of past event success, photos of actual events, or specific scheduled entertainment beyond the generic World Cup mention. Phrases like 'we're a pub known for...' are used to imply authority that isn't backed by third-party mentions or community awards. The claim that the kids' menu is 'packed with crowd-pleasing favourites' is a subjective marketing assertion without data on menu popularity.

[See how to improve >](#)

INDUSTRY MATCH & SCORE SUMMARY

Food, Restaurants & Delivery Reputation: The Sun in Scawsby
(www.thesunscawsby.co.uk)

Reputation: 42 / 100

INDUSTRY CLASSIFICATION

The site perfectly aligns with the Food, Restaurants & Delivery category, specifically operating as a managed pub under the Marston's brand. The content focuses on seasonal events, menu highlights, and facility descriptions typical of a UK community pub.

"The score of 42 is primarily driven by high Commodity Fingerprint and Information Density scores. The site relies almost exclusively on industry-standard jargon and boilerplate templates, which creates a significant distance between the 'first-class' signal and the actual evidence provided. The lack of verified proof paths and the empty 'Results' page further penalized the Trust and Authority pillars."

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://www.thesunscawsby.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 21, 2026

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