

AI Reputation Analysis and Signal Evaluation - ZeroDegrees

BRAND AI REPUTATION

Food, Restaurants & Delivery Reputation: ZeroDegrees (www.zerodegrees.co.uk)

http://www.zerodegrees.co.uk

Industry: Food, Restaurants & Delivery



FOOD, RESTAURANTS & DELIVERY

57.6 Avg Reputation

Based on 2707 businesses audited.

REPUTATION LEVEL

LOWER REPUTATION THAN AVERAGE

ZeroDegrees has 19.6 points less reputation than the average for Food, Restaurants & Delivery.

EXPERT VERDICT

ZeroDegrees is a legacy brand coasting on a ghost-ship digital presence. When a 26-year-old brewery still has 'Coming Soon' placeholders for its primary menus in 2026, the substance has evaporated. It is currently a venue-hire template masquerading as an active microbrewery.

[See how to improve >](#)

INFO DENSITY

Power-words vs. Substance ratio.

20

67% Reputation

The site presents a paradoxical density profile. While the Parties page includes granular venue capacities (Bristol: 500, Reading: 300), this is negated by the 'Coming soon!' placeholders for function menus across all major locations. The homepage is functionally empty with a character count of 1, meaning the primary Signal of the brand is entirely missing, replaced by stale meta-descriptions claiming 'Award winning' status without specific nouns or metrics.

SEMANTIC COHERENCE

Homepage promise vs. Sub-page reality.

4

20% Reputation

The drift is extreme. The meta-titles and schema suggest a high-functioning 'Microbrewery & Restaurant' serving since 2000, yet as of May 2026, the website fails to provide current menus for its key locations. The hero-level promise of 'award-winning' craft beer lacks any supporting content on the sub-pages, which focus almost exclusively on venue hire rather than the culinary or brewing expertise promised on the homepage.

TRUST & PROOF

Verifiable evidence vs. Trust Theatre.

6

30% Reputation

DIAGNOSIS: TRUST THEATRE

The site contains unverified trust signals. It claims to be 'Award winning' in the meta description with zero proof links or named awards. While it features text-based testimonials from names like Amy Scott and Brian Haddrell, these have a proof_links_count of 0 on the homepage and no external verification paths, making them indistinguishable from placeholder text.

EVIDENCE: PROOF DENSITY

The ratio of verifiable evidence to assertions is critically low. Outside of venue capacity numbers, the site provides no hard proof of its 'Award winning' status or culinary quality. With a proof_links_count of 1 or 2 across most pages, the external validation is limited to standard third-party tools (OpenTable/Deliveroo) rather than actual proof of excellence.

COMMODITY FINGERPRINT

Detection of industry cliches/templates.

7

47% Reputation

The copy utilizes standard industry cliches including 'signature favourites,' 'making your event one to remember,' and 'friendly team.' The 'Functions and Events' section is a textbook template that could be applied to any mid-range hospitality venue. However, specific identifiers like 'Tank Lounge' and 'mango beer' provide minor differentiation from a total commodity profile.

IDENTITY & AUTHORITY

Expert verifiability & Schema depth.

1

7% Reputation

DIAGNOSIS: AUTHORITY GAPS

There is a total expert vacuum. No brewmasters, chefs, or owners are named or linked via Person schema. Technically, the site is in disarray; the homepage contains almost no indexable text, and the schema is restricted to generic WebSite and WebPage types, failing to leverage the Restaurant or FoodEstablishment properties essential for local authority.

EVIDENCE: PERFORMANCE VS. CLAIMS

The site claims to be 'Award winning' and have 'over two decades of event planning experience,' yet it cannot perform the basic function of displaying a menu. The bold claim of 'serving crisp craft beer since 2000' is undermined by the lack of any specific beer descriptions or current seasonal offerings beyond a single mention of mango beer in a testimonial.

[See how to improve >](#)

INDUSTRY MATCH & SCORE SUMMARY

Food, Restaurants & Delivery Reputation: ZeroDegrees
(www.zerodegrees.co.uk)

Reputation: 38 / 100

INDUSTRY CLASSIFICATION

The site accurately classifies as a Microbrewery and Restaurant establishment, with content focused on brewing (mini-kegs) and dining (pizza, buffet menus). However, the technical infrastructure of the site lags significantly behind its stated industry tenure of 26 years.

"The score of 38 is driven by high Semantic Coherence and Identity gaps. The technical failure of the homepage and the multi-year 'Coming Soon' status of the menus create a massive distance between what the site claims to be and what it proves."

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 <http://www.zerodegrees.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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