

AI Reputation Analysis and Signal Evaluation - Cathedral Quarter Belfast

BRAND AI REPUTATION

Government, Municipal & Public Sector Reputation: Cathedral Quarter Belfast (www.cathedralquarterbelfast.com)

<http://www.cathedralquarterbelfast.com>

Industry: Government, Municipal & Public Sector



REPUTATION LEVEL

GOVERNMENT, MUNICIPAL & PUBLIC SECTOR

68.9 Avg Reputation

Based on 303 businesses audited.

HIGHER REPUTATION THAN AVERAGE

Cathedral Quarter Belfast has 0.1 points more reputation than the average for Government, Municipal & Public Sector.

EXPERT VERDICT

A refreshingly low-BS site that suffers more from technical neglect and stale data than intentional obfuscation. It functions as a digital brochure for a geofenced entity, though the 'ghost' team page and identical H1s across the site suggest a lack of professional oversight.

[See how to improve >](#)

INFO DENSITY

Power-words vs. Substance ratio.

24

80% Reputation

Information density is surprisingly high for this sector, avoiding 'disruptive' or 'innovative' power words in favor of specific nouns like 'Cotton Court' and 'Waring Street'. The body text contains a hard financial figure?£273,000 in leveraged funds?which provides actual substance. However, density suffers from extreme redundancy, with the phrase 'ABOUT US' serving as the H1 for every single analyzed page, and high repetition of the BID definition.

SEMANTIC COHERENCE

Homepage promise vs. Sub-page reality.

16

80% Reputation

There is virtually zero semantic drift between the homepage signal and sub-page delivery because the homepage effectively has no unique signal other than its meta-data. Both the homepage and internal pages like 'cqbid.php' promise a Business Improvement District and deliver exactly that description. The only drift is technical: the H1 'ABOUT US' fails to signal the specific content of the 'Business Plan' or 'Team' pages, creating a generic user experience.

TRUST & PROOF

Verifiable evidence vs. Trust Theatre.

15

75% Reputation

DIAGNOSIS: TRUST THEATRE

The site does not engage in traditional trust theatre, with a review_count of 1 and proof_links_count of 1 suggesting no attempt to manufacture false social proof. It relies on 'government legislation' as its primary trust mechanism rather than badges or testimonials. However, the claim of being a 'leading destination' is unsubstantiated by any external ranking or traffic data within the text.

EVIDENCE: PROOF DENSITY

Proof density is moderate, anchored by the presence of a downloadable Business Plan PDF and specific historical context regarding the linen and shipbuilding industries. The ratio of evidence to fluff is favorable compared to private sector sites, but the 'Team' and 'About' pages are essentially empty of verifiable contemporary data. The mention of 'Ulster University's Belfast campus' acts as a concrete anchor for its claims.

COMMODITY FINGERPRINT

Detection of industry cliches/templates.

9

60% Reputation

The site follows a standard municipal template with expected sections like 'About Us', 'Business Plan', and 'Team'. While the positioning is unique to Belfast's geography, the language used to describe its work streams ('safer, cleaner, greener') is a standard cliché for BIDs globally. It narrowly avoids a higher score here by naming specific historical thoroughfares like Hill Street.

IDENTITY & AUTHORITY

Expert verifiability & Schema depth.

5

33% Reputation

DIAGNOSIS: AUTHORITY GAPS

A significant authority gap exists on the 'cqteam.php' page, which features an H4 for the 'Cathedral Quarter BID Team' but contains zero names, bios, or digital footprints for its leadership or board. While the schema_json provides a valid physical address and phone number, the lack of Person schema for the 'voluntary Board of Directors' mentioned in the text creates a transparency void.

EVIDENCE: PERFORMANCE VS. CLAIMS

The site makes a strong performance claim regarding the ability to 'leverage monies' and cites a specific 2019/20 investment of £273,000. Against the system date of May 2026, this evidence is stale (72 months old), creating a disconnect between past performance and current accountability. No current performance metrics for the 2021-2026 mandate are provided in the clean text.

[See how to improve >](#)

INDUSTRY MATCH & SCORE SUMMARY

**Government, Municipal & Public Sector Reputation: Cathedral Quarter
Belfast (www.cathedralquarterbelfast.com)**

Reputation: 69 / 100

INDUSTRY CLASSIFICATION

The site content perfectly aligns with the Government, Municipal & Public Sector category as a Business Improvement District (BID). The presence of specific legislative references like 'government legislation' and 'five-year tenure' confirms its role as a quasi-public entity.

"The score of 69 is primarily driven by the 'Identity and Authority' pillar (10/15) due to the empty team page and basic schema. The site performed well in Information Density (6/30) because it provides specific locations and historical context rather than generic marketing fluff. Technical redundancy (identical H1s) and aging financial data prevented a lower score."

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.cathedralquarterbelfast.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: May 19, 2026

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