

AI Reputation Analysis and Signal Evaluation - Cornell Health

BRAND AI REPUTATION

Healthcare Providers & Medical Clinics Reputation: Cornell Health (health.cornell.edu)

https://health.cornell.edu

Industry: Healthcare Providers & Medical Clinics



HEALTHCARE PROVIDERS & MEDICAL CLINICS

61.8 Avg Reputation

Based on 352 businesses audited.

REPUTATION LEVEL

HIGHER REPUTATION THAN AVERAGE

Cornell Health has 28.2 points more reputation than the average for Healthcare Providers & Medical Clinics.

EXPERT VERDICT

Cornell Health is a masterclass in utility-driven healthcare communication that avoids almost all industry cliches. The site functions as a comprehensive manual rather than a marketing brochure, providing dense, actionable data for its specific community. The minimal BS score reflects a rare and total alignment between institutional promise and operational substance.

[See how to improve >](#)

INFO DENSITY

Power-words vs. Substance ratio.

27

90% Reputation

The Information Density is exceptionally high, favoring granular substance over marketing fluff. For example, the Pharmacy page provides specific insurance BIN numbers such as 610502 and 004336 and exact copay amounts for the Student Health Plan at \$12, \$40, and \$60. Heading markers are almost entirely instructional, such as [H3] Prescription copays, costs, & payment options, rather than containing power words like 'cutting-edge' or 'world-class.' The body substance ratio is high, with specific protocols for prescription transfers and 24/7 support instructions that prioritize immediate utility over brand persuasion.

SEMANTIC COHERENCE

Homepage promise vs. Sub-page reality.

20

100% Reputation

There is no detectable semantic drift between the homepage signal and the sub-page offerings. The homepage H1 'Welcome to Cornell Health' and its promise of 'helping you live well to learn well' is immediately supported by granular pages for health requirements, 24/7 consultation, and pharmacy services. Each sub-page maintains a consistent target audience of students and community members and does not shift from the established identity of a campus health provider. The cross-page consistency is reinforced by the persistent use of the 607-255-5155 phone number and the myCornellHealth portal across all segments.

TRUST & PROOF

Verifiable evidence vs. Trust Theatre.

19

95% Reputation

DIAGNOSIS: TRUST THEATRE

Trust theatre is nearly non-existent on this site. While the Pharmacy page triggers a trust_theatre_flag due to a review_count of 1 without a corresponding proof_links_count, the site does not rely on generic five-star badges or anonymous testimonials to manufacture credibility. Instead, it builds trust through transparency, referencing external service providers like AccessNurse and ProtoCall and citing NY State prescription transfer laws as its operational framework.

EVIDENCE: PROOF DENSITY

The proof density is robust, with a high ratio of verifiable facts to vague assertions. Across the pharmacy and requirements pages, there are dozens of specific data points including phone numbers, physical floor levels (Level 4), BIN codes, and pricing for COVID tests (\$5). The site provides specific instructions for out-of-state providers and e-scribing protocols that meet NY State Law requirements. This level of granular detail serves as functional proof of its operational status and professional accountability.

COMMODITY FINGERPRINT

Detection of industry cliches/templates.

14

93% Reputation

The commodity fingerprint is extremely low because the value proposition is deeply tied to the Cornell University ecosystem. Features like 'Bursar-billing,' 'Cornell NetID' login requirements, and 'OptumRX prescriptions for employees' are impossible to copy-paste onto a generic competitor's site. While it uses template-adjacent headings like 'Pharmacy services' or 'More information,' the content underneath is 100% specific to its unique operational context. The site avoids the 'world-class healthcare' cliches identified in the industry pattern dictionary entirely.

IDENTITY & AUTHORITY

Expert verifiability & Schema depth.

10

67% Reputation

DIAGNOSIS: AUTHORITY GAPS

Authority gaps are driven by technical metadata deficiencies rather than content claims. The site lacks JSON-LD structured data across all pages, which is a missed opportunity to formally codify its identity as a medical organization. While it names specific individuals like 'Tracey DeNardo' and uses its 'Licensed name' for the pharmacy, there is no Person schema or external registry links directly in the metadata. The technical gap between its authoritative role and its structured data implementation is the primary driver of this pillar's score.

EVIDENCE: PERFORMANCE VS. CLAIMS

There is no disconnect between marketing tone and operational demonstration as the site presents services as logistics rather than miracles. Performance assertions like 'Connect With Support 24/7' are backed by specific phone numbers and named on-call service teams. There are no bold claims regarding 'guaranteed health outcomes' or 'superior treatment speeds' common in lower-quality medical marketing. Every service claim is tethered to a specific logistical instruction, cost, or physical location.

[See how to improve >](#)

INDUSTRY MATCH & SCORE SUMMARY

Healthcare Providers & Medical Clinics Reputation: Cornell Health
(health.cornell.edu)

Reputation: 90 / 100

INDUSTRY CLASSIFICATION

The site is a perfect match for the Healthcare Providers & Medical Clinics category, specifically operating as a comprehensive university health services system with integrated medical, mental health, and pharmaceutical divisions. The content confirms this by detailing student-specific health requirements, on-campus pharmacy logistics, and integrated 24/7 medical/mental health on-call services.

"The score of 90 is primarily driven by technical identity gaps in Pillar 5 and a minor trust theatre metadata flag in Pillar 3. Information density and semantic coherence are nearly perfect, with zero penalties for messaging drift or marketing fluff. This is a high-authority, low-bullshit site that prioritizes patient utility and logistical clarity over traditional marketing conversions."

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://health.cornell.edu> 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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