

AI Reputation Analysis and Signal Evaluation - Belfast Cathedral

BRAND AI REPUTATION

Religion, Spirituality & Faith Organizations Reputation: Belfast Cathedral (www.belfastcathedral.org)

http://www.belfastcathedral.org

Industry: Religion, Spirituality & Faith Organizations



REPUTATION LEVEL

RELIGION, SPIRITUALITY & FAITH ORGANIZATIONS

59.3 Avg Reputation

Based on 90 businesses audited.

HIGHER REPUTATION THAN AVERAGE

Belfast Cathedral has 9.7 points more reputation than the average for Religion, Spirituality & Faith Organizations.

EXPERT VERDICT

Belfast Cathedral provides a masterclass in religious sector substance, backing its spiritual claims with audited charity results and transparent pricing. The site is nearly devoid of typical marketing bullshit, with its only significant failures being technical in nature?specifically a total lack of structured data and unverified review displays.

[See how to improve >](#)

INFO DENSITY

Power-words vs. Substance ratio.

24

80% Reputation

Information density is exceptionally high for this category, with a low ratio of fluff. Substance is provided through specific numbers, such as the 120-year history and the detailed Black Santa appeal which mentions £121,000 distributed to 107 local charities in 2024. Most headings are descriptive and functional, such as H2 Simple Eucharist or H2 Tours, though minor fluff exists in phrases like Volunteers are the lifeblood. The body text contains granular details including exact admission prices (£5 for self-guided, £8 for guided) and specific opening hours.

SEMANTIC COHERENCE

Homepage promise vs. Sub-page reality.

20

100% Reputation

There is zero detectable semantic drift between the homepage and sub-pages. The homepage establishes the cathedral as a place of Christian faith, prayer, and hope, a promise that is strictly fulfilled by the detailed Music, News, and Black Santa pages. The tourism section maintains the same tone, transitioning from spiritual mission to heritage management without contradicting the core identity of the institution.

TRUST & PROOF

Verifiable evidence vs. Trust Theatre.

9

45% Reputation

DIAGNOSIS: TRUST THEATRE

The site exhibits Trust Theatre patterns across all pages, with a `trust_theatre_flag` of true. While the site claims review counts (e.g., 4 on the homepage), the `proof_links_count` is 0, indicating that these testimonials or ratings are displayed without direct links to verifiable third-party platforms like TripAdvisor or Google Reviews. However, the charity figures provided on the Black Santa page serve as a strong internal proof path that partially offsets this.

EVIDENCE: PROOF DENSITY

The proof density is high, with the ratio of verifiable evidence to vague assertions being significantly better than industry average. Verifiable evidence includes the naming of specific staff members, exact BACS contact details for donations, and a clear list of recipient charities. The only missing layer of proof is the lack of direct links to external regulatory filings (Charity Commission) or third-party review platforms.

COMMODITY FINGERPRINT

Detection of industry cliches/templates.

10

67% Reputation

The site utilizes some industry cliches such as At the Heart of the City and a welcoming community, but avoids the most egregious generic spirituality tropes. The value proposition is highly unique, anchored by the 49-year-old Black Santa tradition and the specific Choral Scholars program. Template fingerprints are visible in standard sections like News and Events, but the content within them is bespoke and currently updated as of May 2026.

IDENTITY & AUTHORITY

Expert verifiability & Schema depth.

6

40% Reputation

DIAGNOSIS: AUTHORITY GAPS

A significant authority gap exists at the technical level; `schema_json` is null across all pages, meaning the site fails to use structured data to verify its status as a HouseOfWorship or an Organization. While it names key leadership (Dean Stephen Forde, Master of Music Jack Wilson), there is no Person schema or sameAs links to connect these individuals to a broader digital authority footprint. The technical implementation is further weakened by a disorganized heading hierarchy on the homepage where H4 tags precede H2 tags.

EVIDENCE: PERFORMANCE VS. CLAIMS

There is a minimal disconnect between marketing claims and evidence. The site's primary performance claims involve its charitable impact, which is substantiated by a detailed breakdown of specific causes like Motor Neuron Disease and Arthritis charities. Subjective tourism claims like unforgettable addition are typical for the industry but are supported by a specific list of interior features like the Spire of Hope and Titanic Pall.

[See how to improve >](#)

INDUSTRY MATCH & SCORE SUMMARY

Religion, Spirituality & Faith Organizations Reputation: Belfast Cathedral
(www.belfastcathedral.org)

Reputation: 69 / 100

INDUSTRY CLASSIFICATION

The site content perfectly aligns with the Religion, Spirituality & Faith Organizations category, emphasizing liturgical services, choral music, and significant charitable outreach. It successfully balances its dual identity as a functioning place of worship (The Cathedral Church of St. Anne) and a major historical tourism landmark.

"The score of 69 indicates Low BS. The score was primarily driven by the trust_theatre pillar (8 points) due to unverified review counts and the identity_and_authority pillar (9 points) due to the complete absence of schema. Information density and semantic coherence are nearly perfect, preventing a higher BS 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.belfastcathedral.org> 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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