

AI Reputation Analysis and Signal Evaluation - York Minster

BRAND AI REPUTATION

Religion, Spirituality & Faith Organizations Reputation: York Minster (yorkminster.org)

https://yorkminster.org

Industry: Religion, Spirituality & Faith Organizations



RELIGION, SPIRITUALITY & FAITH ORGANIZATIONS

59.3 Avg Reputation

Based on 90 businesses audited.

REPUTATION LEVEL

HIGHER REPUTATION THAN AVERAGE

York Minster has 26.7 points more reputation than the average for Religion, Spirituality & Faith Organizations.

EXPERT VERDICT

A rare example of institutional integrity where the 'sacred' signal is backed by 'secular' precision. The site rejects the generic fluff of modern ministry for the forensic detail of a world-class heritage site. It is almost entirely devoid of bullshit.

[See how to improve >](#)

INFO DENSITY

Power-words vs. Substance ratio.

27

90% Reputation

The information density is exceptionally high, favoring substance over fluff. While the hero heading 'Discover this sacred place of light, peace and worship' uses common industry adjectives, the body text immediately grounds these claims in hard data, citing admission prices (£20-£26), specific service times (8:00 am Holy Communion), and the 7th-century historical origin. The site provides a granular breakdown of daily operational costs (£30,000) and annual visitor numbers (650,000), which is a rare level of financial transparency in this sector.

SEMANTIC COHERENCE

Homepage promise vs. Sub-page reality.

18

90% Reputation

There is virtually zero semantic drift between the homepage signal and sub-page substance. The homepage positions the Minster as a 'sacred cathedral' and 'thriving church,' and the sub-pages deliver exactly that through detailed worship schedules and 'Ways to Worship' sections. The transition from the 'magnificent' marketing tone of the hero section to the pragmatism of the 'Plan Your Visit' page?complete with bicycle parking distances (0.1 miles)?is logically consistent and professionally executed.

TRUST & PROOF

Verifiable evidence vs. Trust Theatre.

17

85% Reputation

DIAGNOSIS: TRUST THEATRE

Trust is built through verifiable regulatory evidence rather than 'Trust Theatre' marketing tricks. The site avoids generic testimonials, instead providing official registered charity numbers for the York Minster Fund (252157) and the Friends of York Minster (222871). While the review_count is 4, the primary proof comes from the 'Your Impact' and 'Behind the Scenes' sections that detail specific conservation projects rather than relying on unverified user stars.

EVIDENCE: PROOF DENSITY

The ratio of proof to fluff is approximately 8:1. For every spiritual assertion, there are multiple proof points: exact locations (Deangate, YO1 7HH), historical markers (13th century, Reformation), and governance structures. The 'Donate' page acts as a masterclass in transparency, admitting that admission fees cover 'less than 50%' of the £30k daily running costs, thereby justifying its request for support with financial logic.

COMMODITY FINGERPRINT

Detection of industry cliches/templates.

11

73% Reputation

The value proposition is highly unique to the specific physical and historical entity of the Minster, making it impossible to copy-paste onto another church site. Clichés like 'all are welcome' are present but are secondary to specific technical claims regarding the 'handcrafted stone,' 'medieval stained glass,' and the 'multidisciplinary team of skilled heritage craftspeople.' The mention of a 'Pilgrimage for Pentecost' on the exact system date of May 24, 2026, demonstrates a live, functioning schedule that defies template genericism.

IDENTITY & AUTHORITY

Expert verifiability & Schema depth.

13

87% Reputation

DIAGNOSIS: AUTHORITY GAPS

Authority is clearly defined through the 'Chapter of York' governing body and named leadership such as Andy Oates (Chapter Clerk) and Heidi Carberry (YMF). These are not 'ghost experts' but specific contactable officials with administrative roles and professional credentials. The technical implementation is sound, with a clear heading hierarchy and specific Schema.org breadcrumbs, although adding more granular 'ReligiousOrganization' schema would further solidify its authority footprint.

EVIDENCE: PERFORMANCE VS. CLAIMS

The site makes bold claims about being 'one of the world's most magnificent cathedrals' but avoids a disconnect by providing the technical specs to support it, such as being the 'highest point in York' and housing the 'largest Cathedral library in the country.' Performance is measured in terms of successful conservation projects and service continuity rather than the 'guaranteed healing' or 'life purpose' promises common in BS-heavy faith sites.

[See how to improve >](#)

INDUSTRY MATCH & SCORE SUMMARY

Religion, Spirituality & Faith Organizations Reputation: York Minster (yorkminster.org)

Reputation: 86 / 100

INDUSTRY CLASSIFICATION

The site is an exact fit for the Religion, Spirituality & Faith Organizations category. It functions both as a place of worship and a major historical/cultural site, with content balanced between religious services and heritage conservation.

"The score of 86 reflects very low BS. Points were only lost for subjective aesthetic headings ('most magnificent') and slightly under-optimized schema compared to the depth of the text. Information density is elite for the industry."

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://yorkminster.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 24, 2026

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