

AI Reputation Analysis and Signal Evaluation - Palais des Papes - Avignon Tourisme

BRAND AI REPUTATION

Travel, Tourism & Booking Platforms Reputation: Palais des Papes - Avignon Tourisme (palais-des-papes.com)

<https://palais-des-papes.com>

Industry: Travel, Tourism & Booking Platforms



REPUTATION LEVEL

TRAVEL, TOURISM & BOOKING PLATFORMS

55 Avg Reputation

Based on 641 businesses audited.

HIGHER REPUTATION THAN AVERAGE

Palais des Papes - Avignon Tourisme has 31 points more reputation than the average for Travel, Tourism & Booking Platforms.

EXPERT VERDICT

This is a refreshingly low-BS utility site that prioritizes visitor logistics and historical accuracy over marketing fluff. It functions as a digital extension of the monument itself rather than a sales engine.

[See how to improve >](#)

INFO DENSITY

Power-words vs. Substance ratio.

25

83% Reputation

Information density is exceptionally high, with body text emphasizing physical dimensions (15,000 m²), specific historical dates (1335-1352), and names of specific figures like Benoît XII and Clément VI. Headings are almost entirely functional (Tarifs, Horaires, FAQ), avoiding standard marketing power words with the minor exception of '1001 manières de découvrir.' The site provides granular detail on visit duration (1h30 - 2h), specific room restrictions for photography, and technical requirements for the mobile WebApp.

SEMANTIC COHERENCE

Homepage promise vs. Sub-page reality.

20

100% Reputation

There is zero detectable semantic drift between the homepage signal and sub-page substance. The homepage identifies the monument as the 'most important gothic palace in the world,' and the sub-pages provide the architectural history, room-by-room breakdowns, and pricing structures to support this. The 'Special Avignonnais' offer and the 2026-2027 transformation project are consistently messaged across all analyzed URLs.

TRUST & PROOF

Verifiable evidence vs. Trust Theatre.

17

85% Reputation

DIAGNOSIS: TRUST THEATRE

The site avoids trust theatre by relying on its UNESCO World Heritage status and official partnership with Avignon Tourisme. While it mentions 'Ce qu'ils pensent du Palais' (What they think of the Palace), it prioritizes social proof through user-generated content (Vos plus beaux clichés) rather than unverifiable text testimonials. A small penalty is applied for the absence of direct outbound links to third-party review platforms like TripAdvisor or Google Reviews in the main body text, despite having a review schema.

EVIDENCE: PROOF DENSITY

The ratio of proof to fluff is extremely high. Every pricing claim is supported by a detailed grid on the /tarifs/ page, and every historical claim is contextualized with centuries and specific papal names. The 2026-2027 transformation is dated specifically (starting May 1, 2026), providing a clear timeline for visitors.

COMMODITY FINGERPRINT

Detection of industry cliches/templates.

12

80% Reputation

The site is largely immune to industry clichés because its value proposition is tied to a unique physical landmark. It avoids terms like 'luxury escapes' or 'curated itineraries' in favor of specific 'parcours' (routes) and the 'Histopad' technical deliverable. The FAQ and 'Bon à savoir' sections are templates, but they contain non-generic information such as stroller storage policies and temperature warnings (neither air-conditioned nor heated).

IDENTITY & AUTHORITY

Expert verifiability & Schema depth.

12

80% Reputation

DIAGNOSIS: AUTHORITY GAPS

The authority is well-established through detailed Organization and WebPage schema that links the monument to Avignon Tourisme. The site correctly identifies itself as a non-national monument (explaining why certain teacher discounts don't apply), which demonstrates high transparency. A minor gap exists in technical implementation as the homepage lacks a designated H1 tag in the crawl, and there is no specific Person schema for the current curators or historians.

EVIDENCE: PERFORMANCE VS. CLAIMS

The site makes few performance claims, focusing instead on descriptive facts. The claim of being the 'largest gothic palace' is backed by specific floor area metrics and architectural comparisons (equivalent to 4 cathedrals). The implementation of the Histopad and WebApp are presented as utility upgrades rather than 'revolutionary' disruptions.

[See how to improve >](#)

INDUSTRY MATCH & SCORE SUMMARY

Travel, Tourism & Booking Platforms Reputation: Palais des Papes - Avignon Tourisme (palais-des-papes.com)

Reputation: 86 / 100

INDUSTRY CLASSIFICATION

The site is a perfect match for the Tourism and Cultural Heritage category. It functions primarily as a visitor management and ticketing platform for a specific UNESCO World Heritage site, focusing on logistics, history, and event scheduling.

"The score of 86 is primarily driven by minor technical gaps (missing H1) and repetitive content regarding the 2026 transformation project. The site scores near-zero in semantic coherence and information density fluff, as it is almost entirely composed of substance and specific evidence."

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://palais-des-papes.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 25, 2026

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