

# AI Reputation Analysis and Signal Evaluation - The Tribe Dance Academy

## BRAND AI REPUTATION

### Arts, Culture & Entertainment Reputation: The Tribe Dance Academy (thetribeda.com)

https://thetribeda.com

Industry: Arts, Culture & Entertainment



REPUTATION LEVEL

## ARTS, CULTURE & ENTERTAINMENT

### 67.5 Avg Reputation

Based on 1884 businesses audited.

#### HIGHER REPUTATION THAN AVERAGE

The Tribe Dance Academy has 3.5 points more reputation than the average for Arts, Culture & Entertainment.

## EXPERT VERDICT

The Tribe Dance Academy is a rare example of a local business site that prioritizes utility and transparency over marketing theater. Its BS score is driven primarily by missing professional credentials for its lead instructors and a lack of third-party review links, not by the presence of hot air. This is a high-substance, low-fluff digital presence.

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## INFO DENSITY

Power-words vs. Substance ratio.

24

80% Reputation

The site exhibits high information density with a low fluff-to-substance ratio. Headings such as OUR TIME TABLE and our courses lead directly to functional data, including a granular 25-row pricing grid for credits. Body text avoids typical industry power words, opting instead for specific logistical details like the Middle Parish Community Centre address and a level-based curriculum (Level 1 to Level 3). The only minor fluff is found in H2 sections like Embrace your love OF dance, but these are immediately followed by technical descriptions of dance origins.

## SEMANTIC COHERENCE

Homepage promise vs. Sub-page reality.

18

90% Reputation

There is virtually no semantic drift between the homepage signal and sub-page substance. The homepage H1 TOGETHER, WE DANCE sets a community tone that is explicitly supported by the Memberships page's credit system and the Time Table's inclusive language regarding beginners. The promise of a progressive training program on the homepage is directly evidenced by the structured levels (1, 2, 3) listed in the weekly schedule. Consistency is maintained across all 6 pages regarding the location, contact methods, and service offerings.

## TRUST & PROOF

Verifiable evidence vs. Trust Theatre.

11

55% Reputation

### DIAGNOSIS: TRUST THEATRE

The site features 47 reviews on the homepage, which is a high count for a local business, yet it lacks direct verification links to third-party platforms like Google or Yelp. While the trust\_theatre\_flag is false on the homepage, the pay page triggers a flag, suggesting the use of trust-inducing badges during the checkout process. The reviews themselves are substantive, naming a specific instructor, Sam/Samantha, which adds a layer of person-based accountability despite the lack of external proof paths.

### EVIDENCE: PROOF DENSITY

Proof density is high regarding operational claims but lower regarding artistic credentials. Verifiable evidence includes the physical address at Middle Parish Community Centre and a specific, detailed weekly schedule. Unsubstantiated claims are limited to the 'certified' status of trainers, which is mentioned twice without citing the certifying bodies or providing trainer last names. The ratio of specific numbers (pricing, times, levels) to vague assertions is approximately 4:1.

## COMMODITY FINGERPRINT

Detection of industry cliches/templates.

10

67% Reputation

The site avoids the most egregious industry cliches, though it does use generic phrases like positive vibes and uplifting atmosphere. The value proposition is differentiated by a unique N+2 week validity credit system, which is a specific business model choice not seen in boilerplate competitors. While template structures like WHY STUDY WITH THE TRIBE are present, the content within them is specific to the Cork community rather than copy-pasted marketing jargon.

## IDENTITY & AUTHORITY

Expert verifiability & Schema depth.

8

53% Reputation

### DIAGNOSIS: AUTHORITY GAPS

A significant authority gap exists regarding the trainers; although 15 years of experience is claimed and Sam is frequently mentioned in reviews, there is no dedicated 'About Us' page detailing professional bios or specific certifications. The schema\_json is also relatively thin, using generic WebPage and WebSite types rather than more authoritative LocalBusiness or Person schema. This lack of a digital footprint for the 'certified trainers' mentioned on the homepage prevents a lower BS score.

### EVIDENCE: PERFORMANCE VS. CLAIMS

The site makes bold claims about being the best in Ireland in image alt-text and claims a proven training program, but it lacks a formal gallery or video evidence of past performances or student progress. However, the disconnect is minimized by the highly transparent pricing and the offer of free introductory classes, which allows users to verify performance claims in person. The claim of building a strong community is backed by mentions of online classes during lockdown in student reviews, providing temporal substance.

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## INDUSTRY MATCH & SCORE SUMMARY

**Arts, Culture & Entertainment Reputation: The Tribe Dance Academy  
(thetribeda.com)**

**Reputation: 71 / 100**

### INDUSTRY CLASSIFICATION

The website perfectly aligns with the Arts, Culture & Entertainment category, specifically as a vocational dance school. The content is focused on cultural dance forms like Salsa Cubana, Bachata, and Kizomba, providing clear schedules and community-focused event descriptions.

*"The score of 71 is exceptionally low, driven by the intense specificity of the pricing and scheduling pages. The Trust and Proof pillar (9) and Identity and Authority (7) are the primary contributors to the remaining BS, as the site relies on internal claims for teacher certifications. Information Density (6) and Semantic Coherence (2) scores are low due to the operational focus of the content."*

### 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://thetribeda.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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