

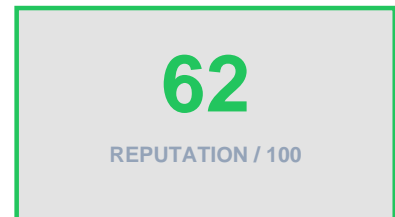
AI Reputation Analysis and Signal Evaluation - Colour Works Tattoo Studio

BRAND AI REPUTATION

Beauty, Cosmetics & Personal Care Reputation: Colour Works Tattoo Studio (colourworks.ie)

<https://colourworks.ie>

Industry: Beauty, Cosmetics & Personal Care



REPUTATION LEVEL

BEAUTY, COSMETICS & PERSONAL CARE

54.6 Avg Reputation

Based on 1453 businesses audited.

HIGHER REPUTATION THAN AVERAGE

Colour Works Tattoo Studio has 7.4 points more reputation than the average for Beauty, Cosmetics & Personal Care.

EXPERT VERDICT

Colour Works is a substantively grounded business with legitimate, veteran talent that undermines its own credibility through unverified 'No. 1' superlatives. The technical foundation is amateurish due to staging-url leakage in the schema, but the forensic evidence of artist longevity and active portfolios proves the business is not a 'shell' or 'hot air' operation. It is a real studio with a real footprint, suffering from minor 'marketing-itis'.

[See how to improve >](#)

INFO DENSITY

Power-words vs. Substance ratio.

22

73% Reputation

The site exhibits high information density regarding its staff, explicitly naming four resident artists and their years of entry into the industry (e.g., Darren Brauders since 2000, Ian Thompson since 2016). Headings are largely functional and specific, such as Recent Works by Colour Works and Colour Works Tattoo Artists, avoiding typical marketing power-word saturation. However, the body text includes unquantified fluff like Ireland's number one tattoo studio and Ireland's finest talent. The ratio of specific data (dates and names) to marketing filler is favorable for the industry.

SEMANTIC COHERENCE

Homepage promise vs. Sub-page reality.

15

75% Reputation

The homepage H1 and meta title promise Ireland's No. 1 Studio, a claim that is somewhat substantiated by the longevity of the business (thriving since 2004) but lacks external ranking proof on sub-pages. Messaging consistency is strong across the Meet the Crew and Get Inspired pages, maintaining a focus on artist expertise and portfolio-led conversion. A minor drift exists in the technical layer, where the schema metadata points to a staging URL (mybluehost.me) while the visible content focuses on a premium Dublin 1 location.

TRUST & PROOF

Verifiable evidence vs. Trust Theatre.

11

55% Reputation

DIAGNOSIS: TRUST THEATRE

The site displays review counts (ranging from 1 to 4) on several pages without providing direct verification links to third-party platforms like Google or Trustpilot. The superlative claim of being Ireland's number one studio is a primary trust theatre flag as it lacks a cited source, award, or publication reference. Despite this, the Instagram integration provides a rolling feed of real-time proof, which partially offsets the lack of formal proof links.

EVIDENCE: PROOF DENSITY

The proof density is moderate, relying heavily on visual evidence from Instagram images rather than textual verification. There are 8 specific recent work references on the homepage alone, each tied to a specific artist handle, providing high-quality verifiable evidence of work. The lack of external proof paths (0-1 proof_links_count) for the studio's broader claims prevents a lower BS score.

COMMODITY FINGERPRINT

Detection of industry cliches/templates.

10

67% Reputation

The value proposition of being in the heart of Dublin and thriving since 2004 is distinct enough to avoid a pure commodity score. However, the use of template sections like What Our Clients Have To Say and Get Inspired follows standard industry patterns without innovative positioning. The generic claims of providing the best experience and hosting international tattoo artists are common tropes in the tattoo studio category.

IDENTITY & AUTHORITY

Expert verifiability & Schema depth.

4

27% Reputation

DIAGNOSIS: AUTHORITY GAPS

There is a significant technical authority gap; the schema JSON-LD references a development site (mbq.wax.mybluehost.me) instead of the primary domain, indicating a failure in technical deployment. While individual artists are named (e.g., Mark Anthony, Stephen Morris), they lack Person schema or sameAs links to verify their professional footprint outside the site. The claim of being an industry leader lacks the associated Organizational schema depth needed to prove that authority to search engines.

EVIDENCE: PERFORMANCE VS. CLAIMS

The performance claim Ireland's No. 1 Studio is the most significant disconnect, as the site fails to provide any metrics, rankings, or award logos to support this status. The studio claims to be based in the heart of Dublin with a 1-minute proximity to Ha?Penny Bridge, which is a verifiable geographic fact that adds substance. Most performance claims are artistic in nature, which the site attempts to prove through its Instagram feed rather than data.

[See how to improve >](#)

INDUSTRY MATCH & SCORE SUMMARY

Beauty, Cosmetics & Personal Care Reputation: Colour Works Tattoo Studio (colourworks.ie)

Reputation: 62 / 100

INDUSTRY CLASSIFICATION

The company perfectly matches the Personal Care and Beauty category as a tattoo studio. The content focuses on artistry, professional environment, and specific tattoo styles like Japanese and Neo-traditional.

"The score of 62 is driven largely by the Identity and Authority pillar (11/15) due to the broken technical schema and lack of verified expert footprints. The Trust and Proof score (9/20) was elevated by the unverified 'Number 1' claims. The score remains in the 'Low BS' range because the site successfully provides specific names, dates, and styles for its primary service providers, which is the highest form of substance for this category."

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://colourworks.ie> 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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