

# AI Reputation Analysis and Signal Evaluation - Good Place Clinic & Spa

## BRAND AI REPUTATION

Beauty, Cosmetics & Personal Care  
Reputation: Good Place Clinic & Spa  
([www.goodplaceclinicspa.com](http://www.goodplaceclinicspa.com))

<http://www.goodplaceclinicspa.com>

Industry: Beauty, Cosmetics & Personal Care



## BEAUTY, COSMETICS & PERSONAL CARE

**54.6 Avg Reputation**

Based on 1453 businesses audited.

REPUTATION LEVEL

### LOWER REPUTATION THAN AVERAGE

Good Place Clinic & Spa has 8.6 points less reputation than the average for Beauty, Cosmetics & Personal Care.

## EXPERT VERDICT

Good Place Clinic & Spa is a high-substance service provider trapped in a medium-BS digital shell. It provides excellent pricing transparency, but the failure to link reviews, the presence of empty template blocks for staff, and the complete lack of structured data make its authority claims feel like a 'trust me' exercise.

[See how to improve >](#)

## INFO DENSITY

Power-words vs. Substance ratio.

21

70% Reputation

The site maintains a surprisingly high substance ratio regarding pricing and duration, such as 30 min ?310 for anti-wrinkle treatments and 120 min ?109 for facials. However, the heading density is diluted by fluff; the H1 RYTHM is abstract and meaningless, and the H2 Meet our specialists is repeated four times on the homepage without immediate context. Technical specifications for the Eneka PRO laser (5000W power, Diode Laser vs IPL) provide genuine substance, but this is offset by repetitive marketing loops like unveil the smooth, confident you across multiple service pages.

## SEMANTIC COHERENCE

Homepage promise vs. Sub-page reality.

13

65% Reputation

There is a notable drift between the homepage's high-level branding (H1 RYTHM) and the granular, discount-heavy nature of the sub-pages (e.g., BUY 1 GET 1 FREE laser hair removal). The homepage attempts a 'specialist' positioning with statistics like 4000+ and 4.8, but the sub-pages for Waxing and Medical Aesthetics contain empty template blocks where specialists should be (No items found). This disconnect suggests the site promises a team of experts but fails to prove their existence beyond the homepage mention of Lorena Rodrigues.

## TRUST & PROOF

Verifiable evidence vs. Trust Theatre.

5

25% Reputation

### DIAGNOSIS: TRUST THEATRE

Trust theatre is high; the homepage features H2 tags for 4.8 and 4000+ without any links to third-party review platforms or data sources to verify these claims. The `trust_theatre_flag` is true on the homepage where a `review_count` of 2 is reported, but `proof_links_count` is 0, indicating reviews are manually entered text rather than verified widgets. Performance claims like results are guaranteed on all skin types are bold but lack any linked clinical proof or case study methodology.

### EVIDENCE: PROOF DENSITY

The ratio of verifiable evidence to assertions is low; while pricing and equipment models (Eneka Pro) are specific, there are zero outbound proof links across the surveyed pages (`proof_links_count`: 0 or 1 for technical links only). The site relies on 'Trust Theatre' (unlinked numbers) rather than a 'Proof Path' (links to Google Reviews, Treatwell, or clinical papers). Of the thousands of words across the site, only the equipment specs and price list qualify as high-substance data.

## COMMODITY FINGERPRINT

Detection of industry cliches/templates.

5

33% Reputation

The site heavily utilizes industry cliches found in the pattern dictionary, including transform your skin, renew your glow, and unlock your best skin yet. The value proposition is entirely commoditized; the copy for the Pamper Packages (e.g., Chill Out, Total Bliss) uses generic sensory language that could be applied to any competitor in the Dublin area. Template fingerprints are evident in sections like Other services and Why choose Eneka Pro, which use standard manufacturer-provided marketing copy.

## IDENTITY & AUTHORITY

Expert verifiability & Schema depth.

2

13% Reputation

### DIAGNOSIS: AUTHORITY GAPS

Authority is severely undermined by the technical failure of the specialist sections; multiple sub-pages have H2 tags for Our skin specialist or Our Aesthetic Doctor followed by a No items found error message. There is a total absence of JSON-LD schema (schema\_json is null) across all six pages, meaning the business has no structured digital identity or verifiable connections to professional profiles. While Lorena Rodrigues is named on the homepage, there are no credential links or LinkedIn profiles to verify professional standing.

### EVIDENCE: PERFORMANCE VS. CLAIMS

The marketing tone shifts from clinical (FDA approved & Medical CE marked) to highly emotional (liberate your skin, embark on a journey) without a bridge of evidence. The claim of 4000+ clients and a 4.8 rating is not supported by a single client testimonial or before-and-after image with methodology disclosure across the 6-page sample. The disconnect is sharpest in the 'Medical Aesthetics' section, which promises 'competence and professionalism' while displaying an empty specialist slot.

[See how to improve >](#)

## INDUSTRY MATCH & SCORE SUMMARY

**Beauty, Cosmetics & Personal Care Reputation: Good Place Clinic & Spa**  
**(www.goodplaceclinicspa.com)**

**Reputation: 46 / 100**

### INDUSTRY CLASSIFICATION

The site strongly aligns with the Beauty, Cosmetics & Personal Care industry, specifically targeting the Dublin medical aesthetics and day spa market. The content provides detailed service menus for laser hair removal, waxing, and injectable treatments that match the expected inventory of this category.

*"The BS score is primarily driven by Trust Theatre (15/20) and Authority Gaps (13/15). While Information Density (9/30) is relatively low due to the excellent pricing data, the lack of technical identity (Schema) and the 'No items found' placeholders create a significant credibility vacuum that pushes the score into the 'Moderate BS' range."*

### 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.goodplaceclinicspa.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

**(c) 1EuroSEO Independent Evaluator - Non-Sponsored Result**