

AI Reputation Analysis and Signal Evaluation - Haku

BRAND AI REPUTATION

Beauty, Cosmetics & Personal Care Reputation: Haku (www.haku.ie)

https://www.haku.ie

Industry: Beauty, Cosmetics & Personal Care



BEAUTY, COSMETICS & PERSONAL CARE

54.6 Avg Reputation

Based on 1453 businesses audited.

REPUTATION LEVEL

HIGHER REPUTATION THAN AVERAGE

Haku has 24.4 points more reputation than the average for Beauty, Cosmetics & Personal Care.

EXPERT VERDICT

Haku is a high-substance, low-fluff operator that leverages cultural specificity and technical transparency to bypass standard industry bullshit. It provides enough 'forensic' detail?names, dates, and specific equipment?to satisfy a skeptical analyst. The only minor inflation is the 'Ireland's best' hyperbole, which is standard in competitive retail.

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INFO DENSITY

Power-words vs. Substance ratio.

26

87% Reputation

Information density is exceptionally high for the industry. Rather than relying on power words like 'revolutionary' or 'world-class,' the site lists specific technical protocols such as Hydrafacial MD, PCA Skin Peels, and the use of a Yume bed imported from Japan. Body substance is reinforced by naming the founder (Sayaka O Connor) and specific therapists in client reviews (Deirdre, Olja, Zaklina), which anchors the marketing in reality.

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 [H1] 'HAKU' on the homepage promises a 'Japanese Beauty Experience,' which is immediately supported by specific service categories in the sub-pages and a curated shop featuring 'Asian beauty' and 'K-beauty' products. The transition from luxury branding to clinical price lists and technical blog content is seamless.

TRUST & PROOF

Verifiable evidence vs. Trust Theatre.

10

50% Reputation

DIAGNOSIS: TRUST THEATRE

Trust theatre is present but mitigated. The site displays a trust_theatre_flag because it presents 500+ reviews and specific testimonials without direct outbound verification links (proof_links_count is 0). However, the inclusion of granular Schema.org data for AggregateRating (4.9 with 520 reviews) and direct links to Google Maps in the JSON-LD suggests the data is rooted in third-party platforms even if not hyperlinked in the body text.

EVIDENCE: PROOF DENSITY

Proof density is high due to the presence of specific service menus, a dated blog (2024-2025), and physical address details for two locations. The ratio of vague assertions to verifiable facts is low; for instance, the blog provides technical answers to 'How Often Should I Get a Trim?' and 'IPL Laser FAQ' rather than just promotional 'lifestyle' content.

COMMODITY FINGERPRINT

Detection of industry cliches/templates.

10

67% Reputation

The site avoids most commodity traps by leaning into a specific 'Japanese' niche. While it uses template-adjacent sections like [H2] 'What Our Clients Say' and [H2] 'Give the Gift of Haku,' the 'Our Story' section is highly specific to the founder's 10-year experience in Japan, preventing it from being a 'copy-paste' value proposition usable by a generic Dublin spa.

IDENTITY & AUTHORITY

Expert verifiability & Schema depth.

13

87% Reputation

DIAGNOSIS: AUTHORITY GAPS

Authority is well-established through the naming of Sayaka O Connor and the 2022 establishment date. A minor gap exists in Step 5 as there is no Person schema or sameAs social links for the individual therapists or experts mentioned, and the AI consultation claim lacks a technical methodology description, though this is common for retail-integrated tools.

EVIDENCE: PERFORMANCE VS. CLAIMS

The disconnect is minimal. The site makes bold claims such as 'Ireland's best Japanese Head Spa,' which is technically unsubstantiated, but it backs the claim with a physical equipment specification (Yume bed) rather than just adjective-heavy fluff. Most performance claims are found in customer reviews rather than company-generated marketing prose.

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INDUSTRY MATCH & SCORE SUMMARY

Beauty, Cosmetics & Personal Care Reputation: Haku (www.haku.ie)

Reputation: 79 / 100

INDUSTRY CLASSIFICATION

The site perfectly aligns with the Beauty, Cosmetics & Personal Care category, specifically bridging the gap between clinical aesthetics and traditional Japanese wellness. The content confirms this through the use of

technical service names like IPL Laser and Fraxel alongside culturally specific terms like Kobido and Shiatsu.

"The score of 79 is primarily driven by the absence of proof links (Step 3) and the use of minor industry cliches like 'oasis in the heart of the city' (Step 4). The site scores perfectly in Semantic Coherence (Step 2) and Information Density (Step 1), which are the two hardest pillars to fake. It is a benchmark for low-BS beauty service marketing."

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://www.haku.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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