

AI Reputation Analysis and Signal Evaluation - Skin City Tattoo

BRAND AI REPUTATION

Beauty, Cosmetics & Personal Care Reputation: Skin City Tattoo (skincitytattoodublin.ie)

<https://skincitytattoodublin.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

Skin City Tattoo has 11.4 points more reputation than the average for Beauty, Cosmetics & Personal Care.

EXPERT VERDICT

Skin City Tattoo is a high-substance, low-BS service provider that suffers from poor technical execution rather than intentional deception. The site provides clear, named expertise and specific service descriptions, though it relies heavily on unverified internal testimonials. It is a 'What You See Is What You Get' business with a messy digital footprint.

[See how to improve >](#)

INFO DENSITY

Power-words vs. Substance ratio.

25

83% Reputation

The site exhibits high information density with a low fluff-to-substance ratio. Instead of abstract power words, headings and body text contain specific proper nouns (Pawel, Mark, Sandra, Dahra) and temporal anchors like 'Started tattooing in 2000' and 'Created Skin City in 2010.' The 'What we offer' section lists specific services such as 'Tattoo Laser Removal' and 'Custom Drawing Service' rather than generic marketing promises.

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 H2 'Artists' leads to dedicated sub-pages for Pawel, Mark, and Sandra, which provide biographical details and specific style specializations (Japanese, realism, surrealism) that validate the initial claim. The identity remains consistent as a 'Professional Tattoo and Piercing Studio' across all crawled URLs.

TRUST & PROOF

Verifiable evidence vs. Trust Theatre.

13

65% Reputation

DIAGNOSIS: TRUST THEATRE

Trust theatre is present but minimal. While the homepage claims 39 reviews and displays several testimonials with full names like 'Rokas Stasi?kis,' there are only 4 proof links across the analyzed data, indicating that most social proof is hosted internally without third-party verification links (e.g., Google Maps or Yelp). The repetition of the H2 'Testimonials' and H3 'Check our clients reviews' suggests a template-heavy approach to displaying feedback.

EVIDENCE: PROOF DENSITY

Proof density is moderate. Verifiable proof points include a physical address (4 Lower Ormond Quay), a founding date (2010), and specific artist names. The site averages approximately 1.5 specific proof points per 100 words of text, which is high for the service industry but lacks external third-party validation links to reach a 'Minimal BS' rating.

COMMODITY FINGERPRINT

Detection of industry cliches/templates.

7

47% Reputation

The site uses a standard industry template, evidenced by common fingerprints like 'About us,' 'Artists,' and 'Testimonials.' The value proposition 'Custom Tattoo Design' is a commodity claim in this industry, though it is slightly differentiated by naming specific artists. The presence of a cloudflare 404 page in the discovery crawl suggests a standard off-the-shelf CMS configuration.

IDENTITY & AUTHORITY

Expert verifiability & Schema depth.

3

20% Reputation

DIAGNOSIS: AUTHORITY GAPS

The largest authority gap is technical. The homepage lacks a defined H1 tag, and the schema_json is null for all pages, failing to provide structured LocalBusiness or Person data to search engines. While artists are named and their experience quantified (e.g., 'over 10 years'), there are no SameAs links to external portfolios or professional certifications to anchor this authority digitally.

EVIDENCE: PERFORMANCE VS. CLAIMS

The marketing tone is largely grounded in reality. Performance claims are personal and artistic (e.g., 'most professional tattoo,' 'amazing results') rather than quantitative marketing bullshit. However, the claim of being 'Professional' is undermined by technical oversights like the missing H1 and the indexing of a 404 error page.

[See how to improve >](#)

INDUSTRY MATCH & SCORE SUMMARY

Beauty, Cosmetics & Personal Care Reputation: Skin City Tattoo (skincitytattodublin.ie)

Reputation: 66 / 100

INDUSTRY CLASSIFICATION

The website is a textbook match for a Tattoo and Piercing Studio. While the provided industry dictionary focused on skincare jargon like 'clinically proven,' the site remains firmly in the body art category, offering custom drawing, laser removal, and jewelry services.

"The score of 66 is driven primarily by technical authority gaps (12/15) and commodity template usage (8/15). The site scored exceptionally well in information density and semantic coherence because it avoids standard marketing 'word salad' in favor of specific names, dates, and services."

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://skincitytattodublin.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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