

AI Reputation Analysis and Signal Evaluation - McSport

BRAND AI REPUTATION

Ecommerce & Online Retail Reputation: McSport (www.mcsport.ie)

https://www.mcsport.ie

Industry: Ecommerce & Online Retail



ECOMMERCE & ONLINE RETAIL

63.7 Avg Reputation

Based on 3389 businesses audited.

REPUTATION LEVEL

HIGHER REPUTATION THAN AVERAGE

McSport has 20.3 points more reputation than the average for Ecommerce & Online Retail.

EXPERT VERDICT

McSport is a high-substance, low-BS retail entity. It functions as a legitimate equipment distributor with a massive SKU count and verifiable regional presence, successfully avoiding the vacuous jargon and 'trust theatre' typical of modern dropshipping sites.

[See how to improve >](#)

INFO DENSITY

Power-words vs. Substance ratio.

26

87% Reputation

Information density is exceptionally high for a retail site. Headings like H3 Strength and H3 Cardio are functional rather than fluff-heavy, and body text is saturated with technical substance such as '100kg Commercial Black Rubber Bumper Plate Set' and 'Hit Sport All Sport Rebounder'. There is almost zero usage of disruptive power words without accompanying physical product attributes. The specificity ratio is strong, with frequent mentions of dimensions, weights, and multi-pack quantities (e.g., '10 Pack + Bag').

SEMANTIC COHERENCE

Homepage promise vs. Sub-page reality.

20

100% Reputation

There is zero semantic drift detected between the homepage signal and sub-page substance. The meta description claims to be 'Ireland's leading Sports & Fitness Equipment retailer' and the sub-pages for Soccer, Athletics, and Table Tennis provide exactly that, featuring established brands like Mitre, Reebok, and NordicTrack. The hero promise of being there 'before, during and after purchase' is supported by a physical Dublin address and a dedicated customer service line, confirming a legitimate brick-and-mortar and digital hybrid operation.

TRUST & PROOF

Verifiable evidence vs. Trust Theatre.

16

80% Reputation

DIAGNOSIS: TRUST THEATRE

Trust signals are largely substantiated, although the site relies heavily on internal review counts (162-169 across multiple pages) with only one proof link captured in the data. The trust_theatre_flag is false, suggesting reviews are not merely decorative. The presence of a verifiable physical address in the Robinhood Industrial Estate, Dublin, significantly reduces the 'anonymous retailer' BS pattern typically found in low-quality ecommerce.

EVIDENCE: PROOF DENSITY

Proof density is high regarding product existence and business legitimacy. The site provides specific stock levels, exact discount percentages (e.g., '59% Off', '43% Off'), and detailed contents for bundles (e.g., '10 pack + Bag'). The presence of a verifiable Eircode (D22 A4P8) and a local Irish telephone number provides more proof of substance than the typical online-only retail competitor.

COMMODITY FINGERPRINT

Detection of industry cliches/templates.

9

60% Reputation

The site's value proposition is somewhat regional-commodity (claiming to be the best in Ireland), but it differentiates through its 40-year history claim and a mix of house brands (Hit Fitness) and third-party brands. While sections like 'Need Help?' and 'What We Offer' follow standard ecommerce templates, the inclusion of very specific school-focused bundles and GAA equipment prevents the site from feeling like a generic copy-paste dropshipping store. Matches for 'best prices' and 'thousands of happy customers' exist but are grounded by specific product depth.

IDENTITY & AUTHORITY

Expert verifiability & Schema depth.

13

87% Reputation

DIAGNOSIS: AUTHORITY GAPS

Authority is well-established through the physical footprint and clear Organization schema. A minor authority gap exists in the schema data where the founder is listed generically as 'McSport Team' rather than a named individual, which is a common minor BS pattern in established family or corporate businesses. However, the technical implementation is clean, with well-structured JSON-LD and a coherent heading hierarchy that accurately reflects the business model.

EVIDENCE: PERFORMANCE VS. CLAIMS

The site avoids unrealistic performance claims, focusing instead on product utility. Claims like 'Ireland's leading' are typical of the industry and partially supported by the volume of products (225 items in the Soccer collection alone) and the 40-year tenure mentioned in the meta description. No 'get fit quick' or 'guaranteed results' fluff was detected in the crawled body text.

[See how to improve >](#)

INDUSTRY MATCH & SCORE SUMMARY

Ecommerce & Online Retail Reputation: **McSport (www.mcsport.ie)**

Reputation: **84 / 100**

INDUSTRY CLASSIFICATION

The website is a highly accurate match for the Ecommerce & Online Retail category, specifically focusing on sports and fitness equipment. The content provides a vast catalog of physical goods with real-world specifications, pricing, and inventory status that perfectly aligns with a specialized retail operation.

"The score of 84 is primarily driven by the 'Commodity Fingerprint' and 'Trust and Proof' pillars. The regional leader claim and the use of 'McSport Team' as a generic founder entity are the only notable BS indicators on an otherwise highly substantive, product-heavy site."

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.mcsport.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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