

AI Reputation Analysis and Signal Evaluation - Bord Gáis Energy

BRAND AI REPUTATION

Energy, Utilities & Environmental Services
Reputation: Bord Gáis Energy
(www.bordgaisenergy.ie)

<https://www.bordgaisenergy.ie>

Industry: Energy, Utilities & Environmental Services



ENERGY, UTILITIES & ENVIRONMENTAL SERVICES

56.6 Avg Reputation

Based on 568 businesses audited.

REPUTATION LEVEL

HIGHER REPUTATION THAN AVERAGE

Bord Gáis Energy has 21.4 points more reputation than the average for Energy, Utilities & Environmental Services.

EXPERT VERDICT

This is a high-substance, low-bullshit site that prioritizes service delivery and regulatory transparency over conceptual marketing. While the 'Power is...' campaign is repetitive, it functions as a wrapper for legitimate, priced, and technically detailed energy offerings.

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INFO DENSITY

Power-words vs. Substance ratio.

22

73% Reputation

Information density is high, particularly in the body text which provides specific pricing like '€135.20' for boiler services and '€149.00' for basic service in the schema. While headings like 'Power is choice' and 'Power is improving your home' contain conceptual fluff, they are immediately anchored by specific offers like '17% off electricity' or '€150 credit'. The body substance ratio is favorable, using technical terms like MPRN and kWh to provide utility value over marketing noise.

SEMANTIC COHERENCE

Homepage promise vs. Sub-page reality.

19

95% Reputation

There is virtually zero semantic drift between the homepage signal and sub-page substance. The H1 'Power your home' and the hero section's meta description promise solar, heat pumps, and EV chargers; the sub-pages deliver exactly these with granular detail. No 'Enterprise' versus 'Small Business' disconnect was detected, and the pricing structure remains consistent across the 'Browse our plans' and individual service pages.

TRUST & PROOF

Verifiable evidence vs. Trust Theatre.

15

75% Reputation

DIAGNOSIS: TRUST THEATRE

Trust signals are mixed: the site claims a '2026 Best Gas Provider' award from bonkers.ie, which is a highly specific and dated proof point. However, the review counts (e.g., 35 reviews on the Gas Boiler page and 46 on the Help page) lack direct external proof links to third-party platforms like Trustpilot, creating a minor trust theatre effect. The 'trust_theatre_flag' is false, but the reliance on internal counts without verified outbound links to external validators prevents a perfect score.

EVIDENCE: PROOF DENSITY

Proof density is exceptional for a large utility provider. Verifiable evidence includes exact monetary savings (up to ?1,000 for solar), specific percentage discounts (25% for new customers), and government-related data like the ?250 electricity credit timelines. The ratio of vague assertions to substantiated claims is very low.

COMMODITY FINGERPRINT

Detection of industry cliches/templates.

9

60% Reputation

The site uses several industry clichés such as '100% renewable electricity' and 'greener, fairer future,' which are common across the utility sector. However, these are backed by specific mentions of 'EU Guarantee of Origin certificates' and 'SEAI grant' support. The 'MyRewards' section provides some differentiation through localized GAA and theatre experiences, preventing the value proposition from being entirely generic.

IDENTITY & AUTHORITY

Expert verifiability & Schema depth.

13

87% Reputation

DIAGNOSIS: AUTHORITY GAPS

Authority is well-established through detailed Corporation schema that includes the parent company Centrica plc and social media sameAs links. Technical credibility is high, evidenced by clean heading hierarchies and structured data for services and offers. The primary gap is the lack of named experts or technical leads (Person schema) within the 'Local Heroes' or boiler service sections, relying instead on brand-level authority.

EVIDENCE: PERFORMANCE VS. CLAIMS

The site makes bold claims such as being 'voted Ireland's Best Gas Provider 2026,' but unlike many BS-heavy sites, it provides a specific source (bonkers.ie). The '100% renewable' claim is qualified with a methodology (EU certificates). There is no significant disconnect between marketing tone and demonstrated substance, as the site provides a functional 'recommendation tool' rather than just vague promises.

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INDUSTRY MATCH & SCORE SUMMARY

Energy, Utilities & Environmental Services Reputation: Bord Gáis Energy
(www.bordgaisenergy.ie)

Reputation: 78 / 100

INDUSTRY CLASSIFICATION

The site is a perfect match for the Energy and Utilities category, offering a comprehensive suite of residential and business energy services. Content focuses on electricity, gas, solar, and home efficiency upgrades, aligning with the industry dictionary provided.

"The score of 78 is driven primarily by minor Trust and Proof gaps regarding internal review verification and the use of common industry clichés in the Commodity Fingerprint pillar. Information density and semantic coherence are excellent, preventing a higher BS rating."

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.bordgaisenergy.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 16, 2026

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