

AI Reputation Analysis and Signal Evaluation - Ulydien DAC

BRAND AI REPUTATION

Financial Services, Banking & Insurance Reputation: Ulydien DAC (digital.ulsterbank.ie)

https://digital.ulsterbank.ie

Industry: Financial Services, Banking & Insurance



REPUTATION LEVEL

FINANCIAL SERVICES, BANKING & INSURANCE

56.3 Avg Reputation

Based on 1229 businesses audited.

HIGHER REPUTATION THAN AVERAGE

Ulydien DAC has 5.7 points more reputation than the average for Financial Services, Banking & Insurance.

EXPERT VERDICT

This is a skeletal legacy site that has replaced active banking with passive legal notice, suffering from significant technical decay. While it successfully avoids marketing jargon, it fails the substance test by displaying 'ghost' reviews and hosting broken navigational links. It functions more as a digital tombstone than a secure financial portal.

[See how to improve >](#)

INFO DENSITY

Power-words vs. Substance ratio.

22

73% Reputation

The information density is low but functional, prioritizing legal notification over marketing. Headings like Get in touch and Reclaim a balance are devoid of fluff power words, scoring 0 on fluff saturation. However, the specificity absence is noted because while the site provides a date (27th June 2025) and a name change, it provides zero technical specifications or downloadable documentation for the trust transfer. Body substance is limited to a few sentences of legal status repeated across multiple URLs.

SEMANTIC COHERENCE

Homepage promise vs. Sub-page reality.

20

100% Reputation

There is zero semantic drift between the homepage and sub-pages because the site's messaging is singular and rigid. The H1/Hero signal of being a legacy portal for Ulydien DAC is consistently maintained across the available pages. Even the 404 pages maintain the meta_title Ulydien | Homepage, showing a lack of drift but an abundance of technical neglect. The site promises information on reclaiming balances and delivers exactly that notice, albeit with no further depth.

TRUST & PROOF

Verifiable evidence vs. Trust Theatre.

3

15% Reputation

DIAGNOSIS: TRUST THEATRE

The site exhibits high trust theatre due to a residual review_count of 10 appearing across all crawled pages with a proof_links_count of 0. This suggests the use of a legacy template that displays unverified 'trust signals' for a business that is effectively a wind-down vehicle. The trust_theatre_flag is true on the homepage and across all three valid sub-pages, indicating that social proof is being claimed without any actual path to verification.

EVIDENCE: PROOF DENSITY

The proof density is skewed toward specific dated assertions rather than verifiable evidence. The mention of June 27, 2025, serves as a single anchor of substance, but the ratio of claims (license returned, name changed, funds transferred) to outbound proof (0 links) is poor. The total lack of external proof paths across 6 pages results in a high penalty for substantiation.

COMMODITY FINGERPRINT

Detection of industry cliches/templates.

12

80% Reputation

The commodity fingerprint is largely driven by template language associated with the site's failure states. Two out of the six crawled pages (press_releases.html and site-map.html) return Oops! The page you are looking for, which is a standard boilerplate fingerprint. The core value proposition?notifying customers of a license return?is unique to this specific legal situation and avoids industry clichés like 'securing your financial future' or 'peace of mind.'

IDENTITY & AUTHORITY

Expert verifiability & Schema depth.

5

33% Reputation

DIAGNOSIS: AUTHORITY GAPS

There are significant authority gaps as the site lacks any schema_json or structured data to verify its identity as a legal successor to Ulster Bank. While it references the Central Bank of Ireland, it provides no outbound links to the regulatory register to confirm the license return. The absence of Person schema for any directors or trustees managing the 'Ulydien Trust Company Limited' creates a vacuum of verifiable leadership.

EVIDENCE: PERFORMANCE VS. CLAIMS

The site makes a bold performance claim that 'unclaimed funds have been successfully transferred to Ulydien Trust Company Limited' without providing a link to a trust deed or third-party audit. This marketing-style assertion of 'success' lacks the granular proof expected in a high-stakes financial wind-down. The tone is authoritative, yet it fails to demonstrate the security of these funds through anything other than its own text.

See how to improve >

INDUSTRY MATCH & SCORE SUMMARY

**Financial Services, Banking & Insurance Reputation: Ulydien DAC
(digital.ulsterbank.ie)**

Reputation: 62 / 100

INDUSTRY CLASSIFICATION

The site content confirms its status as a legacy financial services entity following the cessation of Ulster Bank Ireland's operations. It aligns with the financial sector's regulatory reporting requirements but lacks the active service delivery typically associated with the industry.

"The score of 62 is primarily driven by Trust and Proof (17 points) and Identity and Authority (10 points).

The presence of unverified reviews (trust theatre) and the total lack of structured data or functioning sub-pages for press releases created significant penalties. The score is saved from being higher only by the factual, jargon-free nature of the remaining text."

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://digital.ulsterbank.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

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