

AI Reputation Analysis and Signal Evaluation - 360° Hot Yoga

BRAND AI REPUTATION

Fitness, Gyms & Sports Clubs Reputation: 360° Hot Yoga (www.360hotyoga.ie)

https://www.360hotyoga.ie

Industry: Fitness, Gyms & Sports Clubs



REPUTATION LEVEL

FITNESS, GYMS & SPORTS CLUBS

63.7 Avg Reputation

Based on 558 businesses audited.

HIGHER REPUTATION THAN AVERAGE

360° Hot Yoga has 5.3 points more reputation than the average for Fitness, Gyms & Sports Clubs.

EXPERT VERDICT

360 Hot Yoga is a low-BS operator that prioritizes transparency in teacher qualifications and technical studio specifications over marketing jargon. While the website suffers from amateur technical SEO?specifically a broken heading hierarchy and missing schema?the underlying substance of the training and technology is remarkably high. This is a rare example of a business that is significantly more professional than its digital technical structure suggests.

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INFO DENSITY

Power-words vs. Substance ratio.

25

83% Reputation

The information density is exceptionally high for this industry. While some headings like 'Ready to Sweat Smarter?' are slightly generic, the body text is packed with substance, including specific years of teacher training (e.g., 2010, 2017, 2021) and named educational bodies such as the 'Vessilify School of Yoga' and 'Absolute Yoga, Ko Samui'. Unlike competitors that rely on vague 'expert' claims, this site lists 15+ individual qualifications per teacher, creating a substance-to-fluff ratio that favors the consumer.

SEMANTIC COHERENCE

Homepage promise vs. Sub-page reality.

19

95% Reputation

There is negligible semantic drift between the homepage signal and sub-page delivery. The homepage promises 'innovative infrared heat' and an 'inclusive' environment; the Infrared Heat page explains the mechanics of radiant warmth warming the body rather than the air, and the Classes page supports 'inclusivity' by detailing 'Chair Yoga' and 'Pregnancy Yoga' for specific physical needs. The service promised in the hero section is exactly what is detailed in the granular navigation.

TRUST & PROOF

Verifiable evidence vs. Trust Theatre.

9

45% Reputation

DIAGNOSIS: TRUST THEATRE

The trust theatre score is moderate due to a discrepancy between review counts and verification paths. The metadata records a review count of 29-30 across pages, yet there are no direct outbound links to third-party platforms like Google Reviews or Trustpilot to verify these claims. While the teacher credentials provide significant professional proof, the lack of accessible external customer validation creates a minor verification gap.

EVIDENCE: PROOF DENSITY

Proof density is high regarding professional credentials but low regarding external validation. The teacher page contains over 25 specific proof points (certifications, workshops, and dates), which is far above industry standard. Conversely, the ratio of verified customer testimonials to claims is low, as the 29 reviews mentioned in metadata are not substantiated with clickable proof paths in the text provided.

COMMODITY FINGERPRINT

Detection of industry cliches/templates.

11

73% Reputation

The site avoids the most egregious industry clichés like 'transform your life' or 'results guaranteed.' Instead, it uses specific terminology such as 'Absolute Sequence' and 'Somatic Movement Education.' While it uses standard template sections like 'About Us' and 'Our Teachers,' the content within those blocks is highly personalized and unique to the Dublin/Sandyford location, making it difficult to copy-paste onto a competitor.

IDENTITY & AUTHORITY

Expert verifiability & Schema depth.

5

33% Reputation

DIAGNOSIS: AUTHORITY GAPS

Authority is well-established through detailed professional resumes for Clare Larkin, Paul Groome, and Sarah Forsyth, including dates that stretch back to 2010. However, a technical authority gap exists because the site lacks structured JSON-LD schema (schema_json is null) and utilizes an 'H1 tag' that incorrectly outputs as the number '3' on several pages. This technical oversight suggests a gap between professional expertise and digital implementation.

EVIDENCE: PERFORMANCE VS. CLAIMS

The site makes few bold marketing performance claims, choosing instead to describe the methodology of the heat and the movement. The claim of being 'much-loved' and 'serving our community since 2013' is supported by the detailed history provided in the teacher bios. The primary disconnect is merely technical: claiming a 'state-of-the-art' experience while the website's heading hierarchy is structurally broken.

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INDUSTRY MATCH & SCORE SUMMARY

Fitness, Gyms & Sports Clubs Reputation: 360° Hot Yoga
(www.360hotyoga.ie)

Reputation: 69 / 100

INDUSTRY CLASSIFICATION

The content exhibits a high degree of alignment with the Fitness and Yoga industry, specifically within the niche of heated studios. The presence of technical specifications like room temperatures (36°C and 28°C) and specific posture counts (50-posture sequence) confirms a specialized service rather than a generic fitness center.

"The score of 69 is primarily driven by technical identity gaps (Missing Schema, H1 errors) and the lack of verified proof paths for customer reviews. The Information Density and Semantic Coherence pillars scored very low (positive) because the site provides more specific, dated evidence for its claims than 90% of competitors in the fitness category. This is a high-substance site with poor technical plumbing."

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.360hotyoga.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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