

AI Reputation Analysis and Signal Evaluation - Acushnet Co.

BRAND AI REPUTATION

Fitness, Gyms & Sports Clubs Reputation: Acushnet Co. (acushnetcompany.com)

https://acushnetcompany.com

Industry: Fitness, Gyms & Sports Clubs



REPUTATION LEVEL

FITNESS, GYMS & SPORTS CLUBS

63.7 Avg Reputation

Based on 558 businesses audited.

LOWER REPUTATION THAN AVERAGE

Acushnet Co. has 27.7 points less reputation than the average for Fitness, Gyms & Sports Clubs.

EXPERT VERDICT

A high-BS corporate placeholder that prioritizes investor relations structure over actual brand or fitness substance. It is a 'Ghost Site' that provides the architecture of authority without any of the forensic evidence required to back it up.

[See how to improve >](#)

INFO DENSITY

Power-words vs. Substance ratio.

7

23% Reputation

The site suffers from extreme content deficiency with a char_count of 0 in the body text. Headings such as MISSION, VISION, and VALUES are present but function as empty containers without specific nouns, numbers, or technical protocols. The ratio of generic corporate power words to specific deliverables is effectively 100% fluff due to the total absence of substantiating body copy.

SEMANTIC COHERENCE

Homepage promise vs. Sub-page reality.

7

35% Reputation

The H1 Who We Are promises an identity narrative that is never delivered, as no sub-page content was provided to support the homepage structure. The disconnect is absolute: the navigation suggests a complex corporate identity (Latest News, Our Brands), but the lack of page content results in a complete failure to fulfill the hero section's promise. There is no mention of the expected fitness deliverables like body composition analysis or sports performance optimization.

TRUST & PROOF

Verifiable evidence vs. Trust Theatre.

10

50% Reputation

DIAGNOSIS: TRUST THEATRE

Review_count and proof_links_count are both 0 across the crawl data. While the site does not engage in active trust theatre (fake reviews), it lacks any external proof paths or third-party validation links. This results in a high score for claims without evidence, as the Mission and Vision headers remain entirely unsubstantiated.

EVIDENCE: PROOF DENSITY

The proof density is near zero; the only specific nouns are brand names (Titleist, FootJoy, KJUS). These are not linked to verified metrics, certifications, or specific equipment lists. The ratio of vague corporate assertions to verifiable evidence is heavily skewed toward the former.

COMMODITY FINGERPRINT

Detection of industry cliches/templates.

4

27% Reputation

The site relies heavily on template_fingerprints common to investor relations portals, including Quick Links, Latest News, and Investor Email Alerts. The value proposition is entirely generic and could be applied to any holding company. It misses every proof_expectation for the fitness industry, such as real facility photographs or trainer qualifications.

IDENTITY & AUTHORITY

Expert verifiability & Schema depth.

8

53% Reputation

DIAGNOSIS: AUTHORITY GAPS

The schema_json correctly identifies the entity as a Corporation, which provides some technical credibility, but it lacks Person schema or sameAs links for its leadership. There is a significant gap between the claim of having a Vision and the lack of a digital footprint for the experts supposed to be driving it. The technical implementation is managed by a third party (Q4 Inc), which standardizes the BS rather than reducing it.

EVIDENCE: PERFORMANCE VS. CLAIMS

The marketing tone implied by headers like Mission and Vision is disconnected from the zero-substance reality of the data. No case studies, results, or named clients are mentioned to support the standing of brands like Titleist or FootJoy in a fitness context. The site functions as a structural shell rather than a performance-based authority.

[See how to improve >](#)

INDUSTRY MATCH & SCORE SUMMARY

Fitness, Gyms & Sports Clubs Reputation: Acushnet Co.
(acushnetcompany.com)

Reputation: 36 / 100

INDUSTRY CLASSIFICATION

The site represents an Investor Relations portal for a sports equipment conglomerate rather than a consumer-facing gym or fitness club. While it lists major sports brands like Titleist and FootJoy, it lacks the functional training and HIIT programming terminology expected in the specified fitness industry dictionary.

"The score is primarily driven by Information Density and Semantic Coherence due to the total lack of body text and content sub-pages. The site avoids an 'Extreme BS' score only because its technical schema is accurately configured for a corporation and it does not use 'Trust Theatre' tactics like fake five-star reviews."

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://acushnetcompany.com> 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 29, 2026

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