

# AI Reputation Analysis and Signal Evaluation - Bodycoach Dublin

## BRAND AI REPUTATION

### Fitness, Gyms & Sports Clubs Reputation: Bodycoach Dublin (www.bodycoach.ie)

https://www.bodycoach.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

Bodycoach Dublin has 17.3 points more reputation than the average for Fitness, Gyms & Sports Clubs.

## EXPERT VERDICT

This is a high-substance, low-bullshit website that relies on radical pricing transparency and local specificity rather than marketing jargon. It successfully avoids the 'trust theatre' trap by providing a verifiable Google Business footprint. A refresh of technical SEO structures and stale blog content would move this site into the top 5% of industry transparency.

[See how to improve >](#)

## INFO DENSITY

Power-words vs. Substance ratio.

25

83% Reputation

The site exhibits high substance-to-fluff ratios by prioritizing hard data over power words. Headings like 'Small Group Personal Training (max 4 clients)' and specific price points ranging from ?30 to ?70 provide immediate utility. While the text uses some generic phrases like 'real, lasting results,' these are consistently anchored by specific numbers (9+ years experience, 47+ reviews). Information repetition is present across pages but serves to reinforce a clear, transparent pricing model.

## SEMANTIC COHERENCE

Homepage promise vs. Sub-page reality.

18

90% Reputation

There is virtually zero semantic drift between the homepage signal and sub-page substance. The homepage H2 'Affordable Personal Trainer in Dublin 12' is directly substantiated by the Price page, which provides a granular breakdown of costs without hidden fees. Positioning remains consistent throughout, targeting beginners and gym-anxious individuals rather than attempting to pivot to elite athletes or vague 'corporate wellness' on deeper pages.

## TRUST & PROOF

Verifiable evidence vs. Trust Theatre.

15

75% Reputation

### DIAGNOSIS: TRUST THEATRE

The trust\_theatre\_flag is triggered on several pages because reviews are cited without direct external verification links in the body text. However, the schema JSON-LD includes a Google Maps CID link (4427252221624907537), providing a valid proof path for the 47+ five-star reviews. The delta between the claimed review count (47) and crawled count (up to 72) suggests active growth, though it creates a minor data discrepancy.

### EVIDENCE: PROOF DENSITY

Proof density is high due to the inclusion of a detailed FAQ page and a dedicated review section. The ratio of specific deliverables (max 4 people per session, 48-hour cancellation policy) to vague promises is excellent. The primary weakness is the age of some blog content (dating back to 2019), which represents stale evidence in an otherwise current digital presence.

## COMMODITY FINGERPRINT

Detection of industry cliches/templates.

11

73% Reputation

The site contains standard industry clichés such as 'transform your body' and 'lose weight,' but avoids the more egregious 'synergy' or 'state-of-the-art' fluff. Its value proposition is highly differentiated through extreme pricing transparency, which is rare in an industry that typically hides costs behind 'consultations.' Boilerplate template language is minimized, with 'Why Choose Us' themes replaced by specific local neighborhood lists and Michael's personal coaching philosophy.

## IDENTITY & AUTHORITY

Expert verifiability & Schema depth.

12

80% Reputation

### DIAGNOSIS: AUTHORITY GAPS

Authority is well-established through Person schema for Michael Geraghty, although specific certification bodies (e.g., NASM, ACE) are not explicitly named in the text, only referred to as 'qualified.' The presence of sameAs links to Facebook and Instagram provides a digital footprint for the named expert. A minor technical gap exists as the site lacks H1 tags on multiple pages and uses H2 tags to house entire paragraphs of text.

### EVIDENCE: PERFORMANCE VS. CLAIMS

The marketing tone is notably grounded, explicitly stating 'No gimmicks, no fad diets.' Bold performance claims are generally absent, replaced by humble assertions of helping 'hundreds of Dublin locals.' The disconnect is minimal, as the site does not guarantee specific weight loss numbers but rather focuses on the coaching process.

[See how to improve >](#)

## INDUSTRY MATCH & SCORE SUMMARY

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**Fitness, Gyms & Sports Clubs Reputation: Bodycoach Dublin**  
**([www.bodycoach.ie](http://www.bodycoach.ie))**

**Reputation: 81 / 100**

### INDUSTRY CLASSIFICATION

The site strongly aligns with the Fitness and Personal Training industry. The content focuses specifically on LocalBusiness operations in Dublin 12, offering defined services like Small Group Training and One-to-One coaching.

*"The low score of 81 is driven by the site's exceptional pricing transparency and the absence of high-point BS patterns like 'Guaranteed Results' or 'State-of-the-Art' fluff. Minor points were deducted for technical structure (missing H1s), stale evidence on the blog, and recurring industry clichés."*

### 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.bodycoach.ie> to view the most current version of its content and see directly what this company is about and what it offers.

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Verified Analysis Date: May 19, 2026

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