

# AI Reputation Analysis and Signal Evaluation - Bunclody Outdoor Swimming Pool & Tennis Courts

## BRAND AI REPUTATION

### Fitness, Gyms & Sports Clubs Reputation: Bunclody Outdoor Swimming Pool & Tennis Courts (bunclodyswimmingpool.ie)

<http://bunclodyswimmingpool.ie>

Industry: Fitness, Gyms & Sports Clubs



REPUTATION LEVEL

## FITNESS, GYMS & SPORTS CLUBS

### 63.7 Avg Reputation

Based on 558 businesses audited.

#### LOWER REPUTATION THAN AVERAGE

Bunclody Outdoor Swimming Pool & Tennis Courts has 1.7 points less reputation than the average for Fitness, Gyms & Sports Clubs.

## EXPERT VERDICT

This is a high-substance, low-fluff utility site that suffers from standard template-itis and poor stock image choices. It provides everything a user needs to make a transaction (prices, dates, times) while failing every modern trust-verification test. It is an honest business trapped in a generic, unverified web shell.

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## INFO DENSITY

Power-words vs. Substance ratio.

25

83% Reputation

The site exhibits high information density with a low ratio of power words to specific nouns. Unlike most fitness sites, it provides granular data: specific price points (?150 family membership, ?4 PAYG), exact lesson levels (Intermediate Level 1 vs 2), and precise depth measurements (1.2m). The body substance is exceptionally high, with only minor fluff in headings like Premier Recreation Destination.

## SEMANTIC COHERENCE

Homepage promise vs. Sub-page reality.

14

70% Reputation

There is a notable disconnect between the homepage visual signals and the facility's reality; the text references a local pool, yet image alt-tags list Extreme Sports Bike and Extreme Sports Mountain Climbing. This creates a semantic drift where the visual narrative suggests elite adventure sports while the text delivers a community swimming schedule. Beyond this visual mismatch, the text hierarchy remains remarkably consistent across sub-pages.

## TRUST & PROOF

Verifiable evidence vs. Trust Theatre.

8

40% Reputation

### DIAGNOSIS: TRUST THEATRE

The site flags heavily for trust theatre; it claims 8 reviews on the homepage and rates pages, but `proof_links_count` is 0, indicating these are likely static, unverified text blocks. It frequently references Professional Lifeguards and Expert instruction without providing certification bodies, instructor names, or specific IDs to validate these authority claims. The reliance on the `trust_theatre_flag` is the primary driver of BS in this pillar.

### EVIDENCE: PROOF DENSITY

Evidence density is high regarding logistics (pricing and timetables) but zero regarding outcomes. There are no external proof paths to third-party review platforms or safety audit results. The ratio of specific numbers (pricing) to vague assertions (expert) is approximately 4:1, which is significantly better than the industry average.

## COMMODITY FINGERPRINT

Detection of industry clichés/templates.

7

47% Reputation

The site uses standard industry clichés such as Where fitness meets fun and the perfect blend of leisure and activity. The H3 Summer is coming ! appears as a template placeholder across the homepage, rates page, and opening times page without variation. While the value proposition is location-bound, the linguistic framing is copy-pasted from standard leisure center templates.

## IDENTITY & AUTHORITY

Expert verifiability & Schema depth.

8

53% Reputation

### DIAGNOSIS: AUTHORITY GAPS

There is a total absence of named experts or specific authority footprints; no lifeguards or instructors are identified by name, and there is no Person schema or sameAs links. Technical credibility is hampered by the use of generic LocalBusiness schema that lacks facility-specific properties like pool dimensions or court counts. The expert footprint is entirely anonymous, relying on generic labels rather than verifiable human authority.

### EVIDENCE: PERFORMANCE VS. CLAIMS

The site avoids the typical fitness industry trap of 'guaranteed transformations,' focusing instead on utility. However, claims of expert instruction in water safety are not supported by specific curriculum names or accreditation (e.g., Swim Ireland or RLSS). The disconnect is found in the 'Expert' label vs. the lack of specific professional documentation.

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## INDUSTRY MATCH & SCORE SUMMARY

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### Fitness, Gyms & Sports Clubs Reputation: Bunclody Outdoor Swimming Pool & Tennis Courts (bunclodyswimmingpool.ie)

Reputation: 62 / 100

#### INDUSTRY CLASSIFICATION

The site perfectly aligns with the Fitness, Gyms & Sports Clubs category, specifically as a seasonal community leisure facility. The content focus on swimming lessons, aqua aerobics, and tennis camps confirms a high-fidelity industry match.

*"The score of 62 is driven primarily by Trust and Proof gaps (12 points) and Identity/Authority deficits (7 points). The site was saved from a higher score by its excellent Information Density score (5 points), as it provides transparent pricing and schedules that most fitness competitors hide behind lead-gen forms."*

#### 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 <http://bunclodyswimmingpool.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

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