

AI Reputation Analysis and Signal Evaluation - ClassPass

BRAND AI REPUTATION

Fitness, Gyms & Sports Clubs Reputation: ClassPass (classpass.com)

https://classpass.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

ClassPass has 48.7 points less reputation than the average for Fitness, Gyms & Sports Clubs.

EXPERT VERDICT

This is a forensic blackout. The site provides zero signal and zero substance, hiding behind a technical gate that prevents any verification of its business legitimacy. A score of 85 reflects a total failure to communicate value or provide proof of existence.

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INFO DENSITY

Power-words vs. Substance ratio.

0

0% Reputation

The site exhibits a 100% failure in information density, providing zero specific nouns, numbers, or industry-specific deliverables. The clean_text is entirely empty, and the only text found is the generic meta_title Just a moment..., which contains no substance. There is a total absence of specific evidence, such as named clients, technical specifications, or measurable outcomes, resulting in maximum penalties.

SEMANTIC COHERENCE

Homepage promise vs. Sub-page reality.

0

0% Reputation

Maximum semantic drift is observed as the primary_signal HOMEPAGE delivers a blank response instead of the expected fitness value proposition. There is no alignment between the URL's brand intent and the sub-page content, which is non-existent. The heading hierarchy is non-existent (headings_h2_h6 is empty), precluding any logical story or service description.

TRUST & PROOF

Verifiable evidence vs. Trust Theatre.

5

25% Reputation

DIAGNOSIS: TRUST THEATRE

The site provides a review_count of 0 and a proof_links_count of 0, offering no external validation or trust signals. While no false claims are detected (due to the lack of text), the absence of a proof path to case studies or certifications results in a high penalty. The trust_theatre_flag is false only because there is no content to trigger a theatre audit.

EVIDENCE: PROOF DENSITY

The proof density is zero, as there are no verifiable facts, numbers, or links to external evidence. The ratio of unsubstantiated assertions to proof is technically undefined but functionally fails due to the insufficient data flag. Every element required for industry credibility—from pricing transparency to safety certifications—is missing.

COMMODITY FINGERPRINT

Detection of industry cliches/templates.

5

33% Reputation

The site lacks any unique value proposition, making it indistinguishable from any competitor or even a parked domain. None of the industry proof expectations, such as trainer qualifications (NASM, ACE) or facility photography, are present. The lack of content means the site fails to move beyond the most basic template fingerprints.

IDENTITY & AUTHORITY

Expert verifiability & Schema depth.

5

33% Reputation

DIAGNOSIS: AUTHORITY GAPS

There is a complete technical credibility gap with schema_json being null and no Person schema for experts or founders. The brand lacks a verifiable digital footprint within the crawled data, showing no technical implementation of structured data to support its authority. No sameAs links or organization details are available to anchor the brand entity.

EVIDENCE: PERFORMANCE VS. CLAIMS

The site makes zero performance claims, but this is a failure of substance rather than a marketing exaggeration. In the context of a business audit, the disconnect between a 'HOMEPAGE' designation and a 'Just a moment...' meta title represents a total marketing-to-reality void. There are no results, no clients, and no demonstrated capabilities.

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INDUSTRY MATCH & SCORE SUMMARY

Fitness, Gyms & Sports Clubs Reputation: ClassPass (classpass.com)

Reputation: 15 / 100

INDUSTRY CLASSIFICATION

The provided data fails to confirm the fitness industry classification as the content is entirely restricted by a bot-challenge page. There is no evidence of functional training, HIIT programming, or gym facilities within the crawled text.

"The score is driven by the maximum penalties in Information Density and Semantic Coherence due to the site providing no text content. While the site does not use clichés (which would increase the Commodity score), the total lack of identity and proof paths results in a high BS score. The site effectively claims to be a functional business portal but proves nothing but a bot-check."

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://classpass.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 28, 2026

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