

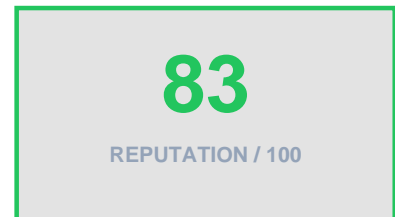
AI Reputation Analysis and Signal Evaluation - Courtlough Shooting Grounds

BRAND AI REPUTATION

Fitness, Gyms & Sports Clubs Reputation: Courtlough Shooting Grounds (courtlough.ie)

<https://courtlough.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

Courtlough Shooting Grounds has 19.3 points more reputation than the average for Fitness, Gyms & Sports Clubs.

EXPERT VERDICT

Courtlough is a rare example of a high-substance, low-fluff service site that prioritizes administrative transparency and safety over marketing noise. The presence of granular cost structures and strict membership criteria suggests a business that is comfortable being judged on its actual operations. It is a benchmark for low-BS service positioning.

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INFO DENSITY

Power-words vs. Substance ratio.

26

87% Reputation

Information density is exceptionally high for this industry. Instead of fluff, the body text contains granular specifics: 75 acres of land, 12 gauge shotguns, .22 long rifles, and 44c per clay target costs. Headings like Clay Shooting ?49pp ? Sporting Shooter (25) prioritize transactional utility over marketing power words.

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 H1 promise of being Ireland's Premier Shooting Grounds is immediately backed by detailed membership tiers, lesson costs, and opening hours. The transition to the sister site, Flynn Park, is clearly disclosed rather than used to pad the main site's service list.

TRUST & PROOF

Verifiable evidence vs. Trust Theatre.

15

75% Reputation

DIAGNOSIS: TRUST THEATRE

Trust theatre is minimal because review content is supplemented by high-friction proof. While reviews are aging (roughly 24 months old relative to the May 2026 anchor), they cite specific staff members like Mick and Mark/Gaffer. The site also links to external validation from Country Sports Ireland for insurance protocols.

EVIDENCE: PROOF DENSITY

Proof density is high with 9 proof links on the homepage and a verified historical footprint. The site provides exact price points for ammunition, gun rentals, and membership renewals, which acts as a primary BS-reducer. Verifiable evidence (75 acres, specific shooting layouts) far outweighs vague marketing assertions.

COMMODITY FINGERPRINT

Detection of industry cliches/templates.

12

80% Reputation

The site avoids the generic Fitness industry clichés provided in the pattern dictionary, such as transform your body or results guaranteed. The value proposition is physically anchored to a 75-acre site near Dublin, making it impossible to copy-paste onto a competitor. Template fingerprints like Key Benefits of Membership contain unique technical requirements like 6 visits in 3 months to become a qualified member.

IDENTITY & AUTHORITY

Expert verifiability & Schema depth.

12

80% Reputation

DIAGNOSIS: AUTHORITY GAPS

The site establishes authority through longevity, citing establishment in 1996 by the Flynn family. A minor gap exists in structured data as there is no Person schema for the founders or lead instructors mentioned in reviews. However, the technical implementation of safety warnings (LIVE FIRE highlighted on every page) reinforces operational authority.

EVIDENCE: PERFORMANCE VS. CLAIMS

The disconnect between marketing tone and demonstration is negligible. Bold claims of being world-class are supported by an exhaustive list of disciplines including Down the Line, Olympic Trap, and Skeet. The inclusion of pro-rata membership calculations and exact ammunition prices demonstrates a business that values operational transparency over vague performance assertions.

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INDUSTRY MATCH & SCORE SUMMARY

Fitness, Gyms & Sports Clubs Reputation: Courtlough Shooting Grounds (courtlough.ie)

Reputation: 83 / 100

INDUSTRY CLASSIFICATION

The site fits the Sports Club and Outdoor Adventure category perfectly, focusing on shooting sports rather than generic fitness. The content provides high-utility information regarding firearms, safety, and specialized disciplines like Clay Pigeon and Rifle Shooting.

"The low score of 83 is driven primarily by the high information density and transparency in pricing. The Trust and Proof pillar (5 points) and Identity pillar (3 points) provided the only minor penalties due to aging testimonials and the lack of Person-level structured data for the founders."

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://courtlough.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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