

# AI Reputation Analysis and Signal Evaluation - Cruit Island Golf Club

## BRAND AI REPUTATION

### Fitness, Gyms & Sports Clubs Reputation: Cruit Island Golf Club (www.cruitislandgolfclub.com)

https://www.cruitislandgolfclub.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

Cruit Island Golf Club has 9.7 points less reputation than the average for Fitness, Gyms & Sports Clubs.

## EXPERT VERDICT

Cruit Island Golf Club is a legitimate, high-substance physical entity trapped in a stale, technically neglected digital shell. The BS score is driven by technical drift and temporal rot (2023 data in 2026) rather than intentional deception. It is a 'Trust Me' site that fortunately has enough external fans to verify its claims despite its own poor self-documentation.

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## INFO DENSITY

Power-words vs. Substance ratio.

20

67% Reputation

The heading hierarchy is severely saturated with structural fluff, using H2 tags for 'Main Content' and 'Footer' rather than descriptive nouns. The homepage lacks an H1 tag entirely, opting for an H3 'WE GUARANTEE AN EXPERIENCE LIKE NO OTHER' which contains zero specific identifiers. While the body text provides specific course specs (9 hole, par 68, 137m par 3), much of the site's density is offloaded to a Facebook page or external review links.

## SEMANTIC COHERENCE

Homepage promise vs. Sub-page reality.

8

40% Reputation

A significant technical drift exists where the URL /job-opportunities/ carries the meta title 'Online Store,' indicating a broken template or neglected site management. The homepage promises an experience like no other, but the 'Latest News' and 'Results' pages provide zero local content, simply redirecting users to social media. Additionally, the homepage still lists captains for 2023 despite the system date being May 2026, a drift of 3 years in operational accuracy.

## TRUST & PROOF

Verifiable evidence vs. Trust Theatre.

14

70% Reputation

### DIAGNOSIS: TRUST THEATRE

The site avoids standard trust theatre by providing genuine, long-form reviews with full names and locations (e.g., 'Jay Bertsch, New Jersey ? USA'). However, the review\_count of 23 on the reviews page is not backed by a verified third-party widget, and the trust\_theatre\_flag remains false because these are manual text entries. The inclusion of outbound links to 'Top 100 Golf Courses' acts as a strong substance-based counterweight to the generic marketing claims.

### EVIDENCE: PROOF DENSITY

Proof density is concentrated almost entirely on a single page (/course-reviews/) which contains high-quality, externalized evidence from entities like 'Golf Empire.' This contrasts sharply with the homepage, which contains roughly 80% fluff and 20% substance. The ratio of verifiable external links (2) to pages with insufficient content (4) indicates a site that relies on its physical product to compensate for a poor digital proof path.

## COMMODITY FINGERPRINT

Detection of industry cliches/templates.

9

60% Reputation

The site utilizes several generic value prop cliches such as 'best course around' and 'piece of heaven.' The placeholder pages for news and results represent a 'commodity template' fingerprint where standard navigation items are present but empty of proprietary content. Despite this, the unique positioning of a 'natural 9 hole links course' on the edge of the Atlantic prevents the value proposition from being entirely copy-pasteable.

## IDENTITY & AUTHORITY

Expert verifiability & Schema depth.

3

20% Reputation

### DIAGNOSIS: AUTHORITY GAPS

There is a notable authority gap regarding the leadership timeline; naming 'Captains for 2023' (Brendan Boyle and Mary Doherty) while operating in 2026 suggests abandoned digital authority. The structured data is basic WebPage schema and lacks Organization or LocalBusiness properties that would define the club's physical coordinates, official founder links, or sameAs social profiles.

### EVIDENCE: PERFORMANCE VS. CLAIMS

The homepage makes bold claims like 'WE GUARANTEE AN EXPERIENCE LIKE NO OTHER,' yet provides no internal evidence of this guarantee's terms or what the experience specifically entails beyond basic links golf. The 'Online Store' claims to offer 'deals on golf apparel' but leads to a page that is actually a contact form for 'Eugene' rather than a functional e-commerce platform. This creates a friction-heavy disconnect between the digital call-to-action and the actual user journey.

[See how to improve >](#)

## INDUSTRY MATCH & SCORE SUMMARY

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**Fitness, Gyms & Sports Clubs Reputation: Cruit Island Golf Club**  
**([www.cruitislandgolfclub.com](https://www.cruitislandgolfclub.com))**

**Reputation: 54 / 100**

### INDUSTRY CLASSIFICATION

The site is a perfect match for the Sports Clubs category, specifically a links golf course. However, it fails to utilize any of the sophisticated fitness industry jargon like 'periodization' or 'metabolic conditioning,' instead relying on generic leisure marketing tropes.

*"The score of 54 reflects a site in 'Moderate BS' territory. The primary drivers are the Identity and Authority pillar (due to stale 2023 data) and Semantic Coherence (due to meta-data errors). The score is saved from 'High BS' status by the high-quality, named reviews and external links to reputable third-party golf authorities."*

### 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.cruitislandgolfclub.com> 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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