

# AI Reputation Analysis and Signal Evaluation - Custom Gym Equipment

## BRAND AI REPUTATION

### Fitness, Gyms & Sports Clubs Reputation: Custom Gym Equipment (customgymequipment.ie)

<https://customgymequipment.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

Custom Gym Equipment has 17.3 points more reputation than the average for Fitness, Gyms & Sports Clubs.

## EXPERT VERDICT

This is a rare high-substance, low-BS fitness site. It functions more like a technical catalog for engineering-focused buyers than a standard marketing site, proving its claims through steel thickness and load-bearing data.

[See how to improve >](#)

## INFO DENSITY

Power-words vs. Substance ratio.

27

90% Reputation

The site exhibits high information density with a focus on technical specifications rather than marketing power words. For example, H2 headings and body passages include specific steel gauges (75x75x3mm) and high weight capacities (600kg for the Pro bench, 500kg for commercial benches) instead of just calling items 'premium.' The specificity ratio is high, with numbers and dimensions appearing in almost every product block, significantly lowering the fluff saturation.

## SEMANTIC COHERENCE

Homepage promise vs. Sub-page reality.

20

100% Reputation

There is zero semantic drift between the homepage signal and sub-page substance. The hero section H1 'Built Strong' is immediately supported on product pages with structural data like 3mm thick steel and reinforced wall stringer systems. The 'Custom' brand promise is validated by specific offers on sub-pages to customize frame sizes and upholstery colors to suit specific gym branding.

## TRUST & PROOF

Verifiable evidence vs. Trust Theatre.

8

40% Reputation

### DIAGNOSIS: TRUST THEATRE

The site claims 957 reviews with a 4.9 rating, but these appear to be hosted internally, leading to a trust theatre penalty. While individual reviews like the one from 'Tadhg O connell' are detailed and credible, the `proof_links_count` of 1 across the site indicates a lack of diverse external proof paths like Trustpilot or verified Google Review embeds. The extreme recency of reviews (May 2026) relative to the temporal anchor suggests active management but requires third-party verification to be definitive.

### EVIDENCE: PROOF DENSITY

Proof density is very high for a retail entity. The ratio of verifiable evidence (steel grade, weight, dimensions, specific set contents like '120kg Home Gym Package') to vague assertions is dominant. Verifiable technical specs are provided for every product category, from bumper plates to cable stations, providing a high level of substance over signal.

## COMMODITY FINGERPRINT

Detection of industry cliches/templates.

11

73% Reputation

The commodity fingerprint is exceptionally low because the value proposition is based on custom manufacturing and heavy-duty specifications rather than industry clichés like 'transform your body.' It avoids the 'Our Process' or 'About Us' boilerplate sections that usually contain generic statements. Positioning is clearly differentiated through technical specifications that would not apply to lower-tier competitors selling basic home equipment.

## IDENTITY & AUTHORITY

Expert verifiability & Schema depth.

15

100% Reputation

### DIAGNOSIS: AUTHORITY GAPS

There are no significant authority gaps. The structured data (`schema_json`) includes a robust Organization entity with sameAs links to established social media footprints and a Google business presence. The site does not make 'expert' claims about gurus but relies on product-led authority, supported by a clean technical implementation and a coherent heading hierarchy.

### EVIDENCE: PERFORMANCE VS. CLAIMS

The disconnect is minimal because the site avoids biological performance claims (e.g., 'get fit fast') in favor of mechanical performance claims. When the site claims a bench can handle 'a whooping 500kg,' it provides the frame dimensions (75x75x3mm) required to support that weight. The marketing tone is grounded in the physical reality of the hardware provided.

[See how to improve >](#)

## INDUSTRY MATCH & SCORE SUMMARY

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**Fitness, Gyms & Sports Clubs Reputation: Custom Gym Equipment  
(customgymequipment.ie)**

**Reputation: 81 / 100**

### INDUSTRY CLASSIFICATION

The website perfectly aligns with the Fitness, Gyms & Sports Clubs industry, specifically as a B2B and B2C equipment manufacturer and retailer. The content is 100% congruent with the hardware and facility-building side of the sector, avoiding the service-based fluff often found in gym memberships.

*"The score of 81 is almost entirely driven by the Trust and Proof pillar (12 points) due to the lack of external verification for the high volume of internal reviews. The site scores near-perfectly (0-4) in all other categories because it prioritizes granular specifications and technical data over marketing clichés and power words."*

### 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://customgymequipment.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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