

AI Reputation Analysis and Signal Evaluation - Donegal Golf Club

BRAND AI REPUTATION

Fitness, Gyms & Sports Clubs Reputation: Donegal Golf Club (www.donegalgolfclub.ie)

https://www.donegalgolfclub.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

Donegal Golf Club has 16.3 points more reputation than the average for Fitness, Gyms & Sports Clubs.

EXPERT VERDICT

Donegal Golf Club is a rare example of a 'what you see is what you get' business. While the technical SEO and schema implementation are non-existent, the operational substance is undeniable. The BS score is low because the site prioritizes utility (prices, names, maps) over marketing abstraction.

[See how to improve >](#)

INFO DENSITY

Power-words vs. Substance ratio.

23

77% Reputation

The information density is exceptionally high, particularly on the Membership and Green Fees pages. While the Homepage contains high-fluff power words like 'memorable golfing experience' and 'golfing spirits of the past' in the H3, the sub-pages provide granular substance. For example, the Membership page lists exact 2026 rates (e.g., Student ?245, Intermediate ?415) and specific levies (Bar Levy ?50), while the Visitors page specifies the 500-meter practice area and dual-loop nine-hole structure.

SEMANTIC COHERENCE

Homepage promise vs. Sub-page reality.

20

100% Reputation

There is zero semantic drift between the homepage signal and the sub-page evidence. The H1 Donegal Golf Club and the meta description's claim of a 'Championship 18 Hole Links course' are fully supported by detailed visitor facilities, caddie availability, and a professional practice area. The transition from the 'spirit of the past' marketing tone on the homepage to the hard administrative data on sub-pages (listing General Manager Lynn McCool) demonstrates high operational alignment.

TRUST & PROOF

Verifiable evidence vs. Trust Theatre.

18

90% Reputation

DIAGNOSIS: TRUST THEATRE

The site avoids trust theatre by not inflating its credibility with unverified review badges; the review_count is 0 across all pages, yet the site provides high internal proof. It uses a specific endorsement from 2011 Open Champion Darren Clarke, which serves as a significant, verifiable industry proof point. The proof_links_count is 1 on all pages, primarily pointing to internal membership applications, which is a functional proof path rather than a marketing one.

EVIDENCE: PROOF DENSITY

The ratio of verifiable evidence to fluff is high. Out of 6 pages, 3 are dense with data points (pricing tables, equipment hire costs, membership categories). The inclusion of specific 2026 rates (matching the temporal anchor of May 2026) proves the content is current and maintained, which is a primary reducer of BS score.

COMMODITY FINGERPRINT

Detection of industry cliches/templates.

13

87% Reputation

The site escapes the generic commodity trap common in the fitness industry by providing highly specific geographical and operational details. It avoids clichés like 'transform your body' or 'results guaranteed,' instead opting for golf-specific terminology such as 'Muirfield of Ireland' and 'two loops of nine holes.' The value proposition is tied to the unique Murvagh Peninsula location, making it impossible to copy-paste onto a competitor.

IDENTITY & AUTHORITY

Expert verifiability & Schema depth.

6

40% Reputation

DIAGNOSIS: AUTHORITY GAPS

The largest gap is technical authority. Despite claiming 'Championship' status, the schema_json is null across all pages, and the login page (Slot 2) returns a 404 'Page Not Found' error. While General Manager Lynn McCool and professional Darren Clarke are named, they lack Person schema or sameAs links, leaving their digital authority footprint solely within the site's own text.

EVIDENCE: PERFORMANCE VS. CLAIMS

The site makes bold claims about being 'one of the longest in Ireland and Europe,' which is a verifiable physical performance claim. Unlike generic gyms that promise 'best in town' without data, this club backs its status with specific green fee structures for Golf Ireland members and detailed practice facility specifications (2 covered bays, large putting green). There is no disconnect between the marketing tone and the actual service availability.

[See how to improve >](#)

INDUSTRY MATCH & SCORE SUMMARY

Fitness, Gyms & Sports Clubs Reputation: Donegal Golf Club
(www.donegalgolfclub.ie)

Reputation: 80 / 100

INDUSTRY CLASSIFICATION

The site is correctly classified under Sports Clubs, specifically an 18-hole championship links golf course. The content is heavily focused on course specifications, membership structures, and green fee pricing rather than generic fitness or gym-based HIIT programming.

"The score is driven primarily by technical authority gaps (9 points) and minor heading fluff (7 points). The site received 0 points for semantic coherence because its sub-pages perfectly validate the homepage claims. The proximity of the 2026 membership rates to the current system date (May 2026) heavily weighted the analysis toward substance."

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.donegalgolfclub.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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