

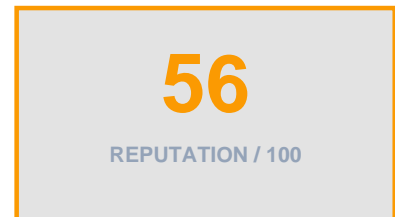
AI Reputation Analysis and Signal Evaluation - Endeavour Gym Ltd

BRAND AI REPUTATION

Fitness, Gyms & Sports Clubs Reputation: Endeavour Gym Ltd (www.endeavourgym.ie)

<https://www.endeavourgym.ie>

Industry: Fitness, Gyms & Sports Clubs



REPUTATION LEVEL

FITNESS, GYMS & SPORTS CLUBS

63.7 Avg Reputation

Based on 558 businesses audited.

LOWER REPUTATION THAN AVERAGE

Endeavour Gym Ltd has 7.7 points less reputation than the average for Fitness, Gyms & Sports Clubs.

EXPERT VERDICT

Endeavour Gym succeeds in operational transparency through its refreshing lack of pricing games, but fails in authority by remaining entirely anonymous. It is a 'Substance-lite' website where the business model is honest, but the marketing claims are recycled from a generic fitness playbook. The high BS score in authority is salvaged by the low BS score in pricing consistency.

[See how to improve >](#)

INFO DENSITY

Power-words vs. Substance ratio.

19

63% Reputation

The information density is a mix of high-value pricing data and low-value marketing filler. While the site provides exact figures like 249 Euro for a 6-week trial and specific session counts, the headings often lean into fluff, such as describing the gym as the best choice for you or quoting *raison d'etre* without methodological detail. Body text frequently uses power words like scientifically proven and results driven without actually citing the science or the specific results. However, the presence of a granular pricing model significantly reduces the overall fluff score compared to industry peers.

SEMANTIC COHERENCE

Homepage promise vs. Sub-page reality.

16

80% Reputation

There is very little semantic drift between the homepage and the sub-pages, which is a strong indicator of low BS. The homepage H2 regarding Semi-Private Coaching for Adults is mirrored exactly on the sub-pages, maintaining a consistent promise of 3-4 sessions per week. The transition from the hero promise to the service pages is logical, as the personal-training and semi-private pages deliver exactly the packages hinted at on the homepage. The only minor drift is the claim of being the best-established gym, which is a subjective assertion not fully supported by the basic technical structure of the site.

TRUST & PROOF

Verifiable evidence vs. Trust Theatre.

10

50% Reputation

DIAGNOSIS: TRUST THEATRE

The site exhibits moderate trust theatre by claiming a review_count of 27 across all pages while providing only 3 proof links, suggesting that most reviews are not externally verifiable from the page content. There are no actual member transformation photos or named case studies, which is a major missing element according to the industry proof_expectations. The assertion that coaches have thousands of hours of experience is a classic trust theatre pattern that lacks a verifiable source or individual staff profiles to back it up.

EVIDENCE: PROOF DENSITY

Proof density is low despite the high transparency in pricing. Verifiable evidence is limited to the physical address, phone number, and basic pricing tiers, while the majority of the text consists of vague assertions about being the best choice and helping people reach goals. Out of the 1597 characters on the homepage, a significant portion is dedicated to the 'why' and 'how' without offering concrete proof points like equipment lists, trainer bios, or safety certifications.

COMMODITY FINGERPRINT

Detection of industry cliches/templates.

6

40% Reputation

The site heavily utilizes industry clichés such as look, feel, move better and fitter, stronger and healthier, which are standard value_prop_cliches in the fitness sector. The structure follows a predictable template_fingerprint including About Us, Personal Training, and Package blocks that could easily be applied to other local competitors. The value proposition of semi-private coaching for busy adults is localized to Lucan, but the surrounding copy lacks a unique 'voice' or proprietary framework that would distinguish it from a standard gym template. Despite this, the transparent inclusion of T&Cs and monthly testing schedules adds a layer of substance to the commodity structure.

IDENTITY & AUTHORITY

Expert verifiability & Schema depth.

5

33% Reputation

DIAGNOSIS: AUTHORITY GAPS

A significant authority gap exists because the site references its coaches as some of the best within the industry but fails to name a single individual or list a specific certification like NASM or ACE. The schema_json is a basic LocalBusiness type with no Person schema or sameAs links to professional profiles, leaving the expert claims entirely anonymous. Furthermore, the homepage lacks an H1 tag, indicating a technical credibility gap between the claim of high-quality coaching and the actual digital execution of the platform.

EVIDENCE: PERFORMANCE VS. CLAIMS

The site makes bold performance claims like scientifically proven exercise strategies and results driven systems but fails to provide a single data point, chart, or named success story to demonstrate these outcomes. The claim of helping hundreds of clients over two decades is stated as fact but remains unsubstantiated by any archival evidence or portfolio of results. There is a noticeable disconnect between the professional tone of the copy and the lack of tangible evidence for the thousands of hours of training mentioned.

[See how to improve >](#)

INDUSTRY MATCH & SCORE SUMMARY

Fitness, Gyms & Sports Clubs Reputation: Endeavour Gym Ltd
(www.endeavourgym.ie)

Reputation: 56 / 100

INDUSTRY CLASSIFICATION

The content perfectly aligns with the Fitness, Gyms & Sports Clubs category, specifically focusing on personal training and semi-private coaching. The terminology used, such as coached sessions, mobility training, and conditioning classes, confirms the business's operational reality within this niche.

"The BS score of 56 is primarily driven by the 'Identity and Authority' and 'Trust and Proof' pillars. The site loses points for making anonymous expert claims and lacking transformation evidence, but it performs exceptionally well in 'Semantic Coherence' because its internal messaging is tightly aligned. The transparent pricing acts as a significant BS-neutralizer, preventing the score from entering the 'High BS' range."

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.endeavourgym.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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