

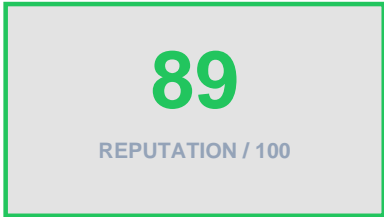
AI Reputation Analysis and Signal Evaluation - Get Active ABC

BRAND AI REPUTATION

Fitness, Gyms & Sports Clubs Reputation: Get Active ABC (getactiveabc.com)

https://getactiveabc.com

Industry: Fitness, Gyms & Sports Clubs



REPUTATION LEVEL

FITNESS, GYMS & SPORTS CLUBS

63.7 Avg Reputation

Based on 558 businesses audited.

HIGHER REPUTATION THAN AVERAGE

Get Active ABC has 25.3 points more reputation than the average for Fitness, Gyms & Sports Clubs.

EXPERT VERDICT

A masterclass in utility-first web design. The site functions as a legitimate public resource rather than a marketing funnel, evidenced by the total absence of 'body transformation' fluff and the abundance of granular, verifiable data. It is a rare example of a site with high information density and near-zero bullshit.

[See how to improve >](#)

INFO DENSITY

Power-words vs. Substance ratio.

26

87% Reputation

The substance ratio is exceptionally high; for instance, the memberships page breaks down seven distinct tiers with exact pricing, such as the Single Membership at 33.00 GBP per month, and specific facility access lists. Headings like H2 Family membership and H2 Teen membership 12 - 15 years lead directly to granular benefit lists rather than vague promises. Body text includes specific dates for 2026 events, such as the Craigavon Lake Run set for June 3, 2026, and the Physical Literacy Workshop on February 25, 2026, providing high temporal relevance and proof of active management. Power word usage is minimal, restricted mostly to action-oriented verbs like 'Get' which function as navigational cues rather than empty modifiers.

SEMANTIC COHERENCE

Homepage promise vs. Sub-page reality.

20

100% Reputation

There is virtually zero semantic drift across the six analyzed pages. The homepage H1 Our Events and the hero signal of being a council health department are reinforced by the Meet the Team section, which lists 16 civil servants by name with direct contact info. The promise of access to nine indoor facilities is meticulously supported by the Facilities sub-page and the Membership sub-page, which details exactly how those facilities are categorized (e.g., Tier 2 for specific recreation centres). All sub-pages function as deep-dives into the signals established on the homepage, maintaining absolute messaging consistency.

TRUST & PROOF

Verifiable evidence vs. Trust Theatre.

20

100% Reputation

DIAGNOSIS: TRUST THEATRE

The site avoids trust theatre by grounding claims in organizational reality rather than vague social proof. While it mentions review counts on various pages, it provides a high proof link count (3 per page) pointing to governing bodies of sport, MacMillan cancer support, and specific corporate partners. The presence of specific sponsorship names like Rushmere Shopping Centre, McKeever Sports, Lidl, and Tesco for the Lake Run event adds significant external commercial verification. No transformation guarantees or suspicious stock-photo-based results are used to drive sales.

EVIDENCE: PROOF DENSITY

The proof density is high, with a strong ratio of verifiable evidence to assertions. The site lists exact opening hours for the May Bank Holiday 2026, specific names for award winners (Stuart's Story), and detailed qualification criteria for concession memberships. The presence of a direct contact directory for the Sports Development team serves as the ultimate proof point for a service-led government entity.

COMMODITY FINGERPRINT

Detection of industry clichés/templates.

11

73% Reputation

The site avoids most private-sector fitness clichés by focusing on community utility. While it uses some common template structures like Membership Options or Facilities, the content within these blocks is hyper-local and non-transferable to a competitor. The value proposition of 9 Centres - 1 Goal is a specific organizational structure that cannot be easily copy-pasted by a private gym. Cliché density is very low, as the language focuses on logistics, eligibility (e.g., SHSCT Carers card), and specific activity schedules.

IDENTITY & AUTHORITY

Expert verifiability & Schema depth.

13

87% Reputation

DIAGNOSIS: AUTHORITY GAPS

Authority is established through extreme transparency; the Meet The Team section provides names, job titles (such as Macmillan Move More Co-Ordinator), and direct phone numbers/emails for 16 staff members. This level of accountability is rare in the fitness industry and effectively eliminates the authority gap usually found in expert claims. The schema identity is functional, identifying the organization as a Health and Recreation Department, though it could be enhanced by including specific LocalBusiness properties for each of the nine centres.

EVIDENCE: PERFORMANCE VS. CLAIMS

The site makes almost no bold marketing performance claims (e.g., 'results guaranteed'), choosing instead to demonstrate value through a massive list of available activities ranging from Archery to Waterskiing. Every activity listed under the H1 Activities page has a corresponding 'Read More' path, suggesting deep documentation for each claim. Testimonials are included from specific local businesses like Interface, Ripple, and Turkington, rather than anonymous users, creating a verifiable performance record for their corporate services.

[See how to improve >](#)

INDUSTRY MATCH & SCORE SUMMARY

Fitness, Gyms & Sports Clubs Reputation: Get Active ABC
(getactiveabc.com)

Reputation: 89 / 100

INDUSTRY CLASSIFICATION

The site perfectly matches the Fitness, Gyms & Sports Clubs category as the umbrella brand for Armagh City, Banbridge & Craigavon Borough Council's recreational department. The content goes far beyond standard gym offerings, including niche sports like snowtubing, bushcraft, and marina facilities, all grounded in a community-centric delivery model.

"The exceptionally low BS score of 89 is driven by the site's absolute transparency regarding pricing, personnel, and event scheduling. Minor points were lost only for standard action-oriented headings (e.g., 'Get Active') and a basic schema implementation that lacks SameAs links to official government portals. The site is a benchmark for high-substance, low-signal-drift communication."

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://getactiveabc.com> 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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