

AI Reputation Analysis and Signal Evaluation - GoldenCheetah

BRAND AI REPUTATION

Fitness, Gyms & Sports Clubs Reputation: GoldenCheetah (goldencheetah.org)

https://goldencheetah.org

Industry: Fitness, Gyms & Sports Clubs



REPUTATION LEVEL

FITNESS, GYMS & SPORTS CLUBS

63.7 Avg Reputation

Based on 558 businesses audited.

HIGHER REPUTATION THAN AVERAGE

GoldenCheetah has 22.3 points more reputation than the average for Fitness, Gyms & Sports Clubs.

EXPERT VERDICT

This site is a benchmark for low-BS communication, prioritizing technical substance and scientific accuracy over marketing conversion. It functions as a functional resource for power-users, evidenced by its refusal to use a single industry cliché from the gym category. The only improvements needed are technical schema implementations and external review verification.

[See how to improve >](#)

INFO DENSITY

Power-words vs. Substance ratio.

28

93% Reputation

The information density is exceptionally high, with a near-zero percentage of fluff headings. Instead of power words, headings use specific scientific nouns and technical protocols such as Bioenergetics, Lactate Threshold, and Cardiovascular System - Heart, Blood and Vessels. The body text contains granular technical specifications including OS versions like Microsoft Windows (10/11) and specific metrics like CdA, Crr, and W'bal. There is zero concept repetition; each section introduces a distinct analytical feature or physiological concept.

SEMANTIC COHERENCE

Homepage promise vs. Sub-page reality.

20

100% Reputation

There is zero semantic drift across the analyzed content. The homepage H1 GoldenCheetah and H5 value proposition regarding cyclists downloading power data are immediately and thoroughly supported by the technical sub-sections. The transition from the hero promise of data analysis to the forensic detail in sections like Aerodynamics - Virtual Elevation is seamless and provides the exact depth promised. No contradictory target audiences were detected; the site is consistently aimed at data-literate athletes.

TRUST & PROOF

Verifiable evidence vs. Trust Theatre.

14

70% Reputation

DIAGNOSIS: TRUST THEATRE

The site displays a `trust_theatre_flag` due to the presence of 11 reviews without corresponding `proof_links_count`. However, it provides strong internal proof through links to a full Golden Cheetah source code repository on Github and detailed release notes for Version 3.7 SP1. The lack of external validation links for the scientific claims is the only minor trust deficit, though common in open-source academic-leaning projects.

EVIDENCE: PROOF DENSITY

Proof density is very high relative to the industry average. For every claim of capability (e.g., Track performance and Trends), there is an accompanying technical explanation or heading indicating the metric used (ATL, CTL and TSB). The inclusion of actual software version numbers, OS requirements, and source code access acts as a concrete proof layer that most marketing-heavy sites lack.

COMMODITY FINGERPRINT

Detection of industry cliches/templates.

15

100% Reputation

The site contains zero matches for industry clichés like transform your body or results guaranteed. Its value proposition is entirely unique and could not be applied to a competitor; it defines itself through specific technical deliverables like The Impulse-Response Model and ATL, CTL and TSB. None of the `template_fingerprints` from the gym industry are present, as the site eschews membership-style layouts for a functional, resource-heavy documentation structure.

IDENTITY & AUTHORITY

Expert verifiability & Schema depth.

9

60% Reputation

DIAGNOSIS: AUTHORITY GAPS

A small authority gap exists as the site references Dr Chung and specific scientific models without providing structured Person schema or `sameAs` links to verify these experts. The `schema_json` is null, indicating a lack of formal Organization or SoftwareApplication structured data to reinforce its professional standing. Despite this, technical credibility is high due to the alignment of the system date (May 2026) with the current development release (Version 3.8 May 2026).

EVIDENCE: PERFORMANCE VS. CLAIMS

There is no marketing-to-reality disconnect because the site makes technical feature claims rather than marketing performance claims. Instead of claiming to make you faster, it provides the tool (Forensic Ride Analysis) and the method (Virtual Elevation - aka The Chung Method) to allow the user to do the work. This product-led approach replaces vague assertions with functional utility.

See how to improve >

INDUSTRY MATCH & SCORE SUMMARY

**Fitness, Gyms & Sports Clubs Reputation: GoldenCheetah
(goldencheetah.org)**

Reputation: 86 / 100

INDUSTRY CLASSIFICATION

The site represents a significant departure from the standard Fitness, Gyms & Sports Clubs category, operating instead as a high-performance sports science data analysis platform. While it deals with athletic performance, its content focuses entirely on software development and bioenergetic modeling rather than facility-based services.

"The score of 86 is driven primarily by the lack of structured schema data and the presence of reviews without external proof links (Trust Theatre). The site scored near-zero on information fluff and commodity fingerprints, indicating it is almost entirely devoid of traditional business bullshit. The technical alignment with the current system date (May 2026) reinforces its authenticity."

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://goldencheetah.org> 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 30, 2026

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