

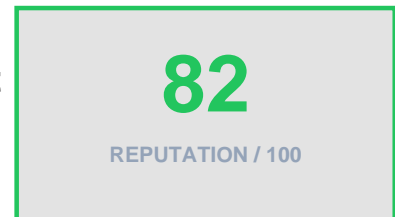
AI Reputation Analysis and Signal Evaluation - Hot Yoga Dublin

BRAND AI REPUTATION

Fitness, Gyms & Sports Clubs Reputation: Hot Yoga Dublin (hotyogadublin.ie)

<https://hotyogadublin.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

Hot Yoga Dublin has 18.3 points more reputation than the average for Fitness, Gyms & Sports Clubs.

EXPERT VERDICT

Hot Yoga Dublin is a high-substance, low-BS operation that prioritizes transparent pricing and staff visibility over marketing hyperbole. The site effectively anchors its wellness claims in technical facility specifications and a rigorous, future-dated workshop calendar. Minor BS markers are limited to unlinked testimonials and a lack of granular schema for its large team.

[See how to improve >](#)

INFO DENSITY

Power-words vs. Substance ratio.

26

87% Reputation

The site exhibits high information density, particularly in its pricing models and scheduling. H2 headings like 'Works out less than ?2.50 per class' and 'Works out less than ?13 per class' provide immediate, quantifiable value propositions. Body substance is dense with over 30 named instructors and specific future-dated workshops (e.g., 'Adapting the Repertoire... Sat May 16th'). Fluff is limited to occasional power words in lifestyle headings such as 'Experience the Magic of Wellness'.

SEMANTIC COHERENCE

Homepage promise vs. Sub-page reality.

20

100% Reputation

There is zero detectable semantic drift between the homepage signal and sub-page substance. The homepage H1 'Discover your potential' is immediately grounded by specific class types, and the 'Workshops & Courses' H2 leads to a sub-page with a rigorous schedule of specialized training. Positioning as an 'Urban Retreat' is consistently supported by technical descriptions of the facility, such as 'complete air change every 2 minutes', which appears across multiple pages.

TRUST & PROOF

Verifiable evidence vs. Trust Theatre.

13

65% Reputation

DIAGNOSIS: TRUST THEATRE

While the site claims a high review count (63), the proof_links_count is only 1, indicating that reviews are largely hosted as static text blocks rather than verified third-party embeds. Performance claims like 'highly accredited teachers' are common but lack specific mentions of certifying bodies (e.g., Yoga Alliance RYT-500) next to the instructor names. The mention of ?54,000 raised for charity is a strong but currently unsubstantiated internal metric without a link to a donor report.

EVIDENCE: PROOF DENSITY

Proof points are concentrated in instructor volume, specific event dates, and transparent pricing. The ratio of fluff to evidence is low; for every 'feel the magic' statement, there is a corresponding '12hr cancellation policy' or a '7-day free trial' offer. Verifiable evidence includes the specific names of international travelling teachers like Bruce Chung and Nikki Bergen.

COMMODITY FINGERPRINT

Detection of industry cliches/templates.

11

73% Reputation

The site narrowly avoids a high commodity score through hyper-local specificity and unique facility specs. Clichés like 'mind-body connection' and 'nurturing space' are present, but the 'Yoga in the Park' section and the involvement of sisters Jo-ann and Jane Nolan provide a unique brand narrative. Boilerplate fingerprints like 'Our Classes' or 'About Us' are populated with original content rather than industry-standard filler text.

IDENTITY & AUTHORITY

Expert verifiability & Schema depth.

12

80% Reputation

DIAGNOSIS: AUTHORITY GAPS

Authority is well-established through an exhaustive list of over 30 named staff members, which is rare for this industry. However, a technical gap exists as there is no Person schema or sameAs links for these individuals to verify their professional digital footprints. The LocalBusiness schema is present but basic, failing to utilize more specific subtypes like ExerciseGym or HealthClub.

EVIDENCE: PERFORMANCE VS. CLAIMS

The marketing tone is aspirational but stays grounded in the physical reality of the studio. Bold claims regarding health benefits (e.g., 'boosts your immunity', 'balance your metabolism') are placed behind a required medical disclaimer in the FAQ, reducing the BS factor of those assertions. The claim of burning '400-600 kcal' per class is a generic industry estimate that lacks specific study citations.

[See how to improve >](#)

INDUSTRY MATCH & SCORE SUMMARY

**Fitness, Gyms & Sports Clubs Reputation: Hot Yoga Dublin
(hotyogadublin.ie)**

Reputation: 82 / 100

INDUSTRY CLASSIFICATION

The content perfectly aligns with the Fitness, Gyms & Sports Clubs category, specifically focusing on boutique studio services like Hot Yoga and Reformer Pilates. The technical mentions of underfloor heating and state-of-the-art ventilation systems confirm it is a physical facility-based business rather than a generic fitness aggregator.

"The score of 82 reflects a highly credible site. Points were primarily deducted in the Trust and Proof pillar (7 points) due to the lack of external validation links for reviews and charity claims. Information Density (4 points) and Commodity Fingerprint (4 points) received minor penalties for standard industry power words like 'magic' and 'transformation'."

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://hotyogadublin.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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