

AI Reputation Analysis and Signal Evaluation - Philmont Scout Ranch

BRAND AI REPUTATION

Fitness, Gyms & Sports Clubs Reputation: Philmont Scout Ranch (philmontscoutranch.org)

<https://philmontscoutranch.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

Philmont Scout Ranch has 3.3 points more reputation than the average for Fitness, Gyms & Sports Clubs.

EXPERT VERDICT

Philmont Scout Ranch exhibits remarkably low bullshit for a site in the fitness and sports category, primarily because it sells a literal geographical experience rather than a marketing outcome. The site's primary weakness is its failure to provide external verification paths for its high internal review counts. It is a substance-heavy entity that relies on heritage over hype.

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INFO DENSITY

Power-words vs. Substance ratio.

15

50% Reputation

The information density is heavily carried by meta-descriptions rather than body text, which is absent in the crawl. The meta-data provides high substance through specific numerals, such as 12, 9, and 7-day treks and the specific location of the rugged New Mexico terrain. However, the lack of accessible clean_text for body passages triggers a default penalty for density, as the ratio of substance to marketing fluff cannot be verified beyond the headers and schema.

SEMANTIC COHERENCE

Homepage promise vs. Sub-page reality.

18

90% Reputation

Semantic drift is nearly non-existent. The homepage H1/Hero signal regarding backcountry staffed camps and specific trek lengths is directly supported by the sub-pages for Treks and Resources. There is zero disconnect between the promise of a high-adventure experience and the logistical tools provided in the Resource Toolbox and Trek descriptions.

TRUST & PROOF

Verifiable evidence vs. Trust Theatre.

11

55% Reputation

DIAGNOSIS: TRUST THEATRE

The site displays a significant review_count of 157 on the homepage but provides only 2 proof_links_count, creating a gap in verification. While the trust_theatre_flag is false, the high volume of claimed reviews without a direct path to third-party platforms like TripAdvisor or Google Reviews suggests a reliance on internal trust theatre. Sub-pages continue this pattern with review counts of 133-134 and only single proof links.

EVIDENCE: PROOF DENSITY

The proof density is moderate; the site provides specific technical specifications for its programs (trek lengths, camp types) which serve as internal proof. The ratio of verifiable external evidence is lower, as the site lacks linked case studies or external award verification, relying instead on its established organizational reputation and high review volumes.

COMMODITY FINGERPRINT

Detection of industry cliches/templates.

12

80% Reputation

The brand positioning is highly unique and does not match the provided industry_jargon for gyms (e.g., HIIT, metabolic conditioning). It avoids generic fitness cliches, opting for specific activity-based language like backpacking and trail camps. A small penalty is applied for the use of template-style sections such as Resource Toolbox and Support Philmont, though they contain specific, non-generic meta-descriptions.

IDENTITY & AUTHORITY

Expert verifiability & Schema depth.

11

73% Reputation

DIAGNOSIS: AUTHORITY GAPS

The site features robust Organization and WebSite schema including a logo and Facebook sameAs link, which establishes strong corporate identity. However, there is a total absence of Person schema for ranch leadership or expert guides. While the institution is the authority, the lack of individual expert digital footprints prevents a perfect score in this pillar.

EVIDENCE: PERFORMANCE VS. CLAIMS

The performance claims are largely logistical rather than transformative, which reduces the bullshit factor. Claims of an unforgettable high adventure are substantiated by the technical breakdown of trek types (backpacking, horseback). There is no evidence of the common fitness industry red flag of guaranteed results or body changes.

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INDUSTRY MATCH & SCORE SUMMARY

**Fitness, Gyms & Sports Clubs Reputation: Philmont Scout Ranch
(philmontscoutranch.org)**

Reputation: 67 / 100

INDUSTRY CLASSIFICATION

The site is classified under Fitness, Gyms & Sports Clubs, but operates as a high-adventure youth camp focusing on endurance backpacking and outdoor education. While it shares the physical rigors of the fitness industry, it avoids the typical HIIT and body composition jargon, focusing instead on logistical substance like terrain and trek duration.

"The score of 67 was primarily driven by the Information Density and Trust and Proof pillars. The absence of body text in the crawl necessitated a density penalty, while the high ratio of reviews to actual proof links added 9 points to the score. Semantic coherence remained near-perfect, preventing a higher BS rating."

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://philmontscoutranch.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 28, 2026

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