

AI Reputation Analysis and Signal Evaluation - Real Sociedad de Fútbol S.A.D.

BRAND AI REPUTATION

Fitness, Gyms & Sports Clubs Reputation:
Real Sociedad de Fútbol S.A.D.
(realsociedad.eus)

<https://realsociedad.eus>

Industry: Fitness, Gyms & Sports Clubs



REPUTATION LEVEL

FITNESS, GYMS & SPORTS CLUBS

63.7 Avg Reputation

Based on 558 businesses audited.

HIGHER REPUTATION THAN AVERAGE

Real Sociedad de Fútbol S.A.D. has 15.3 points more reputation than the average for Fitness, Gyms & Sports Clubs.

EXPERT VERDICT

This is a substance-heavy official portal that suffers from lazy technical SEO rather than intentional bullshit. It relies on the inherent authority of a professional sports brand, providing raw data to support its narrative position.

[See how to improve >](#)

INFO DENSITY

Power-words vs. Substance ratio.

23

77% Reputation

The information density is bifurcated between high-substance data and high-fluff emotional headlines. The league standings table provides granular specifics (e.g., F.C. Barcelona 94 Puntos, Real Sociedad 46 Puntos), whereas headings like [H2] Inolvidable or [H2] ¡Qué bello es compartir! contain zero substantive nouns. Body substance is generally high due to the inclusion of specific tournament names (Copa del Rey) and named entities (Toulouse FC, Muriel Wines).

SEMANTIC COHERENCE

Homepage promise vs. Sub-page reality.

18

90% Reputation

There is virtually no semantic drift between the homepage signal and sub-page substance. The homepage sets a narrative of competition and community, and the sub-pages deliver exactly that through standings [URL: /clasificacion/la-liga/] and team-specific news. All pages maintain the identity of a professional LaLiga club without pivot or contradiction.

TRUST & PROOF

Verifiable evidence vs. Trust Theatre.

18

90% Reputation

DIAGNOSIS: TRUST THEATRE

Trust theatre is non-existent as the site does not rely on consumer-style reviews (review_count: 0) to establish credibility. Instead, it uses intrinsic proof through official competition data and partnership news (Muriel Wines special edition). The proof_links_count of 1 is low but consistent with a self-contained official news portal rather than a lead-gen site.

EVIDENCE: PROOF DENSITY

Proof density is high, anchored by the Jornada 38 standings which list 20 named clubs and their exact point totals. The ratio of vague assertions to verifiable evidence is favorable, as even the news items refer to specific events (exhibition 'GUazen KOPAREKIN', friendly against Toulouse FC).

COMMODITY FINGERPRINT

Detection of industry cliches/templates.

13

87% Reputation

The site's fingerprint is highly unique to the Basque club identity, utilizing specific regional terms like 'Txapelunak' and 'Realistas'. It avoids the generic_claims and value_prop_cliches of the gym industry entirely. The value proposition is inherently non-commodity as it represents a specific, non-replicable professional sports franchise.

IDENTITY & AUTHORITY

Expert verifiability & Schema depth.

7

47% Reputation

DIAGNOSIS: AUTHORITY GAPS

The primary authority gap is technical; the site lacks structured data (schema_json: null) across all analyzed pages, failing to define the Organization or SportsTeam entities to crawlers. Additionally, using [H1] Inicio for every page title is a structural failure that obscures the specific authority of sub-page content.

EVIDENCE: PERFORMANCE VS. CLAIMS

The site does not make business performance claims (e.g., 'results guaranteed'), focusing instead on athletic outcomes. The disconnect is minimal because the 'performance'?the league standing at 10th place with 46 points?is explicitly documented and verifiable. Marketing tone is celebratory rather than deceptive.

[See how to improve >](#)

INDUSTRY MATCH & SCORE SUMMARY

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INDUSTRY CLASSIFICATION

The website perfectly represents a professional sports club entity. While the provided dictionary focuses on commercial fitness/gyms, the content is strictly focused on professional football, competition results, and club culture.

"The score of 79 is driven primarily by technical omissions (lack of schema and poor H1 hierarchy) and emotional fluff in news headings. The site is almost entirely free of the typical deceptive patterns found in the fitness and gym industry, as its primary product is a verifiable professional sporting history."

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://realsociedad.eus> to view the most current version of its content and see directly what this company is about and what it offers.

Verified Analysis Date: June 19, 2026

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