

AI Reputation Analysis and Signal Evaluation - Scottish Athletics

BRAND AI REPUTATION

Fitness, Gyms & Sports Clubs Reputation: Scottish Athletics (scottishathletics.org.uk)

https://scottishathletics.org.uk

Industry: Fitness, Gyms & Sports Clubs



REPUTATION LEVEL

FITNESS, GYMS & SPORTS CLUBS

63.7 Avg Reputation

Based on 558 businesses audited.

HIGHER REPUTATION THAN AVERAGE

Scottish Athletics has 20.3 points more reputation than the average for Fitness, Gyms & Sports Clubs.

EXPERT VERDICT

This is a high-substance, low-fluff authority site that suffers from technical repetition in its sub-page crawl data. It is the antithesis of a marketing shell, providing real news and dates while failing to properly differentiate its membership and about sections in the provided text.

[See how to improve >](#)

INFO DENSITY

Power-words vs. Substance ratio.

27

90% Reputation

The Information Density is exceptionally high for a sports entity. Every H3 heading is tied to a specific noun or named event, such as Alexander Stadium, International Youth Cup, or Snowdon International. There is a near-zero ratio of generic marketing power words, replaced instead by concrete dates (June 2026) and specific athletic disciplines (Hill Running, Track and Field).

SEMANTIC COHERENCE

Homepage promise vs. Sub-page reality.

14

70% Reputation

Significant drift is detected between the URL slugs and the content delivered. The URLs for /membership/ and /about/ return the exact same news-heavy clean_text as the homepage, failing to provide specific details on membership fees or organizational history in the provided crawl data. This suggests a technical failure or a content shell where sub-pages lack distinct substance despite clear primary signals in the navigation header.

TRUST & PROOF

Verifiable evidence vs. Trust Theatre.

16

80% Reputation

DIAGNOSIS: TRUST THEATRE

Trust theatre is minimal as the site does not rely on generic 5-star badges. It lists a review_count of 3 and 1 proof_link_count, which is low but aligns with a non-commercial governing body. The site relies on authority by existence rather than manufactured social proof, though it lacks external verification links for its official status within the body text.

EVIDENCE: PROOF DENSITY

The proof density is high relative to the claims made. Each news article serves as a proof point for active operations, naming specific venues and athletes. There are zero instances of vague assertions; the content is almost entirely evidentiary, focusing on the who, where, and when of Scottish athletics.

COMMODITY FINGERPRINT

Detection of industry cliches/templates.

13

87% Reputation

The fingerprint is unique because the value proposition?being the national governing body?cannot be copy-pasted by a competitor. While terms like Membership and Events are common, they are used functionally rather than as fluff. The only cliché match is New to jogging or running?, which serves as a standard entry point for the sport rather than a generic sales hook.

IDENTITY & AUTHORITY

Expert verifiability & Schema depth.

14

93% Reputation

DIAGNOSIS: AUTHORITY GAPS

The authority is backed by a 2001 establishment date in the metadata and schema. However, there is a gap in connecting named athletes (like Ben) or officials to Person schema or digital identifiers. The technical structure is sound, with clean heading hierarchy, but it lacks the granular schema properties (like sameAs) expected of a high-authority national entity.

EVIDENCE: PERFORMANCE VS. CLAIMS

The site avoids bold marketing performance claims like transform your body or guaranteed results. Instead, it makes factual claims about selection for international teams and event locations. The substance of these claims is high because they are tied to specific, upcoming dates relative to the June 19, 2026 anchor date.

[See how to improve >](#)

INDUSTRY MATCH & SCORE SUMMARY

Fitness, Gyms & Sports Clubs Reputation: Scottish Athletics
(scottishathletics.org.uk)

Reputation: 84 / 100

INDUSTRY CLASSIFICATION

The site perfectly aligns with the industry category, functioning as the National Governing Body (NGB) for athletics in Scotland. The content focuses on club discovery, events, and sports performance news, which validates the classification.

"The low BS score of 84 is driven by the extreme specificity of the news content and the unique National Governing Body positioning. Points were primarily added in Semantic Coherence due to the sub-pages mirroring the homepage content exactly, and in Trust and Proof due to the lack of external verification links for high-level claims."

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://scottishathletics.org.uk> 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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