

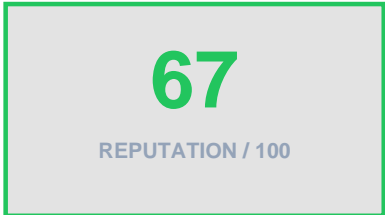
# AI Reputation Analysis and Signal Evaluation - St James's Gate Health & Fitness Club

## BRAND AI REPUTATION

### Fitness, Gyms & Sports Clubs Reputation: St James's Gate Health & Fitness Club (www.sjgfitness.ie)

https://www.sjgfitness.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

St James's Gate Health & Fitness Club has 3.3 points more reputation than the average for Fitness, Gyms & Sports Clubs.

## EXPERT VERDICT

This is a high-substance, low-bullshit website that functions as a transparent digital brochure for a physical facility. It avoids the typical industry trap of over-promising body transformations, instead focusing on the verifiable availability of specific equipment and lanes. Its only significant BS risks are unverified review counts and a lack of professional credentials for its staff.

[See how to improve >](#)

## INFO DENSITY

Power-words vs. Substance ratio.

20

67% Reputation

The substance ratio is high, citing specific equipment brands like Lifefitness, Ziva, and Exigo Functional Rigs rather than relying solely on the power word state-of-the-art. Technical specifications are present, such as the 25m pool length and exact membership pricing of 40 Euro per month. While H2 headings like Second To None are fluffy, the body text immediately grounds these claims in named facility zones. Specificity is maintained through a granular class timetable with named instructors like Alana.

## SEMANTIC COHERENCE

Homepage promise vs. Sub-page reality.

17

85% Reputation

There is virtually zero drift between the homepage signal and sub-page delivery. The homepage H2 SWIMMING and H1 promise of a Health Club are backed by a dedicated Swimming Pool page with a downloadable timetable. The introductory offer of 105 Euro for 3 months found in the homepage body text is consistently detailed in the Memberships sub-page. The club's unique identity as a former Guinness-only facility is used consistently as a grounding narrative across the site.

## TRUST & PROOF

Verifiable evidence vs. Trust Theatre.

11

55% Reputation

### DIAGNOSIS: TRUST THEATRE

The site exhibits trust theatre by reporting a review\_count of 44 while maintaining a proof\_links\_count of only 1. There are no direct outbound links to Google Reviews or Trustpilot to verify these numbers, making the review count a closed-loop claim. The assertion that it is the Only 25-Meter Pool in Dublin City is a bold performance claim that lacks external verification or a source citation.

### EVIDENCE: PROOF DENSITY

Proof density is high regarding facility specifications (25m pool, Lifefitness equipment, 20+ classes per week) but low regarding human results. There are zero transformation stories, before-and-after metrics, or named client success stories. The site successfully proves the hardware of the gym but provides no verifiable evidence of the software (the results of the training).

## COMMODITY FINGERPRINT

Detection of industry cliches/templates.

9

60% Reputation

The value proposition is uniquely differentiated by the corporate heritage of the Guinness brewery, which prevents the content from being a standard industry copy-paste. However, template fingerprints like Our Gym Facilities and A Fantastic Range of Fitness Classes are standard boilerplate. Industry clichés like value for money and approachable team appear, but are usually followed by specific pricing or equipment lists that reduce the cliché impact.

## IDENTITY & AUTHORITY

Expert verifiability & Schema depth.

10

67% Reputation

### DIAGNOSIS: AUTHORITY GAPS

While the business is clearly identified as an organization in the schema, there is a gap in individual expert authority. No trainer qualifications (e.g., NASM or ACE) are listed, and while instructors like Alana are named in the timetable, they lack Person schema or sameAs links to professional footprints. The technical implementation is sound with modified dates as recent as May 2026, suggesting active management of the digital entity.

### EVIDENCE: PERFORMANCE VS. CLAIMS

The site makes a significant geographic claim to have the only 25m pool in the city center without providing a map comparison or source to validate this superlative. Most other claims, like the range of high-tech cardio, are substantiated by specific brand mentions. The claim of a welcoming and friendly atmosphere remains subjective and unproven through member testimonials or case studies.

See how to improve >

## INDUSTRY MATCH & SCORE SUMMARY

---

**Fitness, Gyms & Sports Clubs Reputation: St James's Gate Health & Fitness Club ([www.sjgfitness.ie](http://www.sjgfitness.ie))**

**Reputation: 67 / 100**

### INDUSTRY CLASSIFICATION

The site aligns perfectly with the Fitness and Gyms category, providing specific details on facility dimensions, equipment brands, and structured class timetables. The content focuses on tangible local facility operations rather than abstract fitness coaching.

*"The score of 67 reflects a site with low levels of bullshit, primarily held back by Trust and Proof gaps (reviews without verification) and Identity gaps (named instructors without credentials). The high Information Density and low Semantic Drift scores significantly lowered the final BS rating, as the site provides transparent pricing and equipment specs."*

### 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://www.sjgfitness.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

**(c) 1EuroSEO Independent Evaluator - Non-Sponsored Result**