

# AI Reputation Analysis and Signal Evaluation - Terenure College Swimming Pool

## BRAND AI REPUTATION

### Fitness, Gyms & Sports Clubs Reputation: Terenure College Swimming Pool (www.terenureswimmingpool.ie)

<https://www.terenureswimmingpool.ie>

Industry: Fitness, Gyms & Sports Clubs



REPUTATION LEVEL

## FITNESS, GYMS & SPORTS CLUBS

### 63.7 Avg Reputation

Based on 558 businesses audited.

#### LOWER REPUTATION THAN AVERAGE

Terenure College Swimming Pool has 2.7 points less reputation than the average for Fitness, Gyms & Sports Clubs.

## EXPERT VERDICT

The site is a refreshing example of utility-driven content that prioritizes user logistics over marketing hyperbole, resulting in a low BS score. Its primary failures are technical (missing schema) and authoritative (anonymous staff), rather than deceptive. It functions as a digital front desk rather than a bullshit-heavy sales funnel.

[See how to improve >](#)

## INFO DENSITY

Power-words vs. Substance ratio.

23

77% Reputation

The site exhibits high substance regarding logistical operations, citing specific academy structures such as widths classes (levels 1-4) and lengths classes (levels 5-6). It avoids typical power-word saturation, opting for functional headings like Children?s Academy Lessons and Public Timetable. However, fluff persists in sections like Our Way? which uses generic phrases such as fun, inclusive approach without defining the specific pedagogical framework used to achieve it.

## SEMANTIC COHERENCE

Homepage promise vs. Sub-page reality.

17

85% Reputation

There is almost no semantic drift between the homepage signal and sub-page substance. The homepage H1 Terenure College Swimming Pool sets a clear expectation of a local facility, which is supported by sub-pages detailing specific booking rules, lane coaching, and age-specific requirements (e.g., minimum 4 years for children, 17+ for adults). The only minor drift is the mention of a full-body workout in Aquafit without providing the specific technical protocol or equipment used.

## TRUST & PROOF

Verifiable evidence vs. Trust Theatre.

10

50% Reputation

### DIAGNOSIS: TRUST THEATRE

The site displays a high trust theatre flag despite having a review\_count of 5-8 per page because these reviews are presented as first-name-only quotes (e.g., Mary, Marie, Anne) without links to third-party verification platforms like Google or Trustpilot. While the proof\_links\_count is 0, the site partially compensates by referencing its use of CoursePro and HomePortal software, which are legitimate industry-standard tools.

### EVIDENCE: PROOF DENSITY

The ratio of logistical evidence to marketing fluff is favorable. For every vague assertion about a healthy experience, there are multiple concrete data points including exact opening hours, a 12-hour cancellation policy, and a 28-day booking window. The technical specifications of the levels (1-6) provide enough substance to outweigh the lack of external proof paths.

## COMMODITY FINGERPRINT

Detection of industry cliches/templates.

8

53% Reputation

The value proposition is heavily tied to the physical location and college affiliation, making it less of a commodity than a standard gym. However, the use of cliches like Make a splash and suitable for all fitness levels are present. The Our Way? section is a classic template fingerprint that could be swapped with any other community pool without losing meaning.

## IDENTITY & AUTHORITY

Expert verifiability & Schema depth.

3

20% Reputation

### DIAGNOSIS: AUTHORITY GAPS

This is the site's weakest area. There is a complete absence of structured data (schema\_json is null), and while the site mentions a dedicated team of Instructors, it fails to name a single person or list their specific certifications (e.g., Swim Ireland, NASM). This creates an authority gap where the user is asked to trust well-trained teachers who remain entirely anonymous.

### EVIDENCE: PERFORMANCE VS. CLAIMS

The site makes moderate performance claims regarding fitness improvement and skill development but lacks any dated case studies or specific student success metrics. Claims such as I've improved my strength and fitness so much remain anecdotal and unsubstantiated by measurable data points or external validation links.

[See how to improve >](#)

## INDUSTRY MATCH & SCORE SUMMARY

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### Fitness, Gyms & Sports Clubs Reputation: Terenure College Swimming Pool ([www.terenureswimmingpool.ie](http://www.terenureswimmingpool.ie))

Reputation: 61 / 100

#### INDUSTRY CLASSIFICATION

The website perfectly matches the Fitness, Gyms & Sports Clubs category, specifically operating as a specialized aquatic facility. The content focuses on logistical service delivery such as academy levels, lane swimming, and Aquafit classes rather than generic lifestyle marketing.

*"The score of 61 is primarily driven by the Identity and Authority pillar (12/15) due to the total lack of structured data and staff credentials. Trust and Proof (10/20) also contributed points due to unverified testimonials. The site scored exceptionally well in Information Density and Semantic Coherence, indicating a high level of operational transparency."*

#### 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.terenureswimmingpool.ie> to view the most current version of its content and see directly what this company is about and what it offers.

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Verified Analysis Date: May 19, 2026

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