

AI Reputation Analysis and Signal Evaluation - Mid and East Antrim Borough Council

BRAND AI REPUTATION

Government, Municipal & Public Sector Reputation: Mid and East Antrim Borough Council (www.carnfunnock.co.uk)

<http://www.carnfunnock.co.uk>

Industry: Government, Municipal & Public Sector



REPUTATION LEVEL

GOVERNMENT, MUNICIPAL & PUBLIC SECTOR

68.9 Avg Reputation

Based on 303 businesses audited.

HIGHER REPUTATION THAN AVERAGE

Mid and East Antrim Borough Council has 19.1 points more reputation than the average for Government, Municipal & Public Sector.

EXPERT VERDICT

This site is a benchmark for low-BS public sector communication, prioritizing functional utility and specific data over rhetorical fluff. It delivers exactly what it promises?public information regarding a closure and redevelopment?with minimal linguistic inflation. The only significant failures are technical in nature, specifically regarding the absence of structured data schema.

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INFO DENSITY

Power-words vs. Substance ratio.

28

93% Reputation

The page demonstrates high information density with a low ratio of fluff to substance. It provides concrete figures including a £6.1m funding amount, a 191-acre site specification, and an opening date of 1990. Headings like 'Carnfunnock Country Park Temporarily Closed for Redevelopment' are purely functional and devoid of typical marketing power words. The body text lists specific deliverables such as a pump track, jump trail, and elevated maze viewing platform rather than vague promises of improvement.

SEMANTIC COHERENCE

Homepage promise vs. Sub-page reality.

20

100% Reputation

The primary signal established in the H1 as 'Public Information' is consistently maintained throughout the page without any divergence. Unlike sites that drift from a service claim to a sales pitch, this page remains focused on the logistics of closure and the specifics of the redevelopment. The sub-headings for the Visitor Centre and Adventure Play Park directly support the central redevelopment theme. There is no evidence of conflicting messaging or identity shifts between the primary headline and the detailed masterplan links.

TRUST & PROOF

Verifiable evidence vs. Trust Theatre.

18

90% Reputation

DIAGNOSIS: TRUST THEATRE

The site does not employ trust theatre, as evidenced by a review_count of 0 and a false trust_theatre_flag. Instead of using unverified testimonials, it provides 1 direct proof link to project documents on the Issuu platform. The claims regarding funding and closure are presented as factual announcements rather than marketing-driven social proof.

EVIDENCE: PROOF DENSITY

The ratio of verifiable evidence to assertions is favorable, specifically regarding the funding source and site dimensions. The inclusion of links to the Proposed Site Masterplan and Key Projects documents provides a clear path for citizens to verify the claims. Assertions about 'memorable experiences' are minor compared to the technical specifications of the pump tracks and amenity blocks.

COMMODITY FINGERPRINT

Detection of industry cliches/templates.

12

80% Reputation

While the site uses some industry-standard phrases like 'enhancing green spaces' and 'supporting local communities,' these matches to the industry_jargon dictionary are tied to a specific geographic project. The value proposition is highly unique to the Carnfunnock location and cannot be copy-pasted onto another park due to the specific inclusion of the £6.1m budget and the 191-acre site size. There are no generic boilerplate sections like 'Why Choose Us' that often characterize high-BS commodity sites. The template language is strictly informational and council-branded.

IDENTITY & AUTHORITY

Expert verifiability & Schema depth.

10

67% Reputation

DIAGNOSIS: AUTHORITY GAPS

The primary authority gap is technical, as the site has a null schema_json and lacks structured data to define its Organization or GovernmentProject identity. No specific individuals or project managers are named, which prevents the establishment of a verifiable digital footprint for the 'experts' behind the project. However, the official Council branding and links to detailed masterplans mitigate some of this anonymity.

EVIDENCE: PERFORMANCE VS. CLAIMS

The performance claims are forward-looking and based on planned infrastructure rather than boastful marketing stats. Mentions of 'modern energy efficient' facilities and 'fully inclusive' play parks are specific design goals rather than unsubstantiated performance results. The site avoids the typical disconnect where a firm claims 'market leadership' without evidence.

[See how to improve >](#)

INDUSTRY MATCH & SCORE SUMMARY

Government, Municipal & Public Sector Reputation: Mid and East Antrim

Reputation: 88 / 100

Borough Council (www.carnfunnock.co.uk)

INDUSTRY CLASSIFICATION

The site perfectly aligns with the Government and Public Sector category by focusing on public infrastructure, community funding, and municipal service updates. The terminology used, such as 'Borough Council' and 'Levelling Up scheme,' confirms the site's role as an official public information portal.

"The score of 88 was driven primarily by the lack of technical schema and minor usage of industry jargon. Information density and semantic coherence are nearly perfect, which significantly lowered the potential score. Trust and Proof scores remained low due to the use of specific masterplan links instead of marketing-led 'Trust Theatre'."

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 <http://www.carnfunnock.co.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: May 19, 2026

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