

# AI Reputation Analysis and Signal Evaluation - Dublin.ie

## BRAND AI REPUTATION

### Government, Municipal & Public Sector Reputation: Dublin.ie (dublin.ie)

https://dublin.ie

Industry: Government, Municipal & Public Sector



REPUTATION LEVEL

## GOVERNMENT, MUNICIPAL & PUBLIC SECTOR

### 68.9 Avg Reputation

Based on 303 businesses audited.

#### HIGHER REPUTATION THAN AVERAGE

Dublin.ie has 4.1 points more reputation than the average for Government, Municipal & Public Sector.

## EXPERT VERDICT

Dublin.ie successfully bypasses the typical municipal bullshit by providing high-density, time-sensitive content that demonstrates actual city value. While it suffers from a technical identity gap due to missing structured data, its narrative substance and alignment with current economic and cultural data make it a highly credible authority.

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## INFO DENSITY

Power-words vs. Substance ratio.

22

73% Reputation

Information density is high, with a Body Substance Ratio heavily favoring specifics. Headings like 'Medtech in Dublin', 'NCAD', and 'Zendesk in Dublin' provide immediate nouns, while body text includes granular data such as '42% of Ireland's GDP' and '1.9 billion across 64 projects.' However, the H1 'Always i gcónaí' is a pure emotional fluff element that provides zero informational value.

## SEMANTIC COHERENCE

Homepage promise vs. Sub-page reality.

18

90% Reputation

Semantic drift is nearly non-existent. The homepage H3 promises a 'guide to live, work, invest & study' and the site architecture follows these four pillars with rigid consistency. Sub-pages for 'Invest' deliver hard business data, while 'Live' delivers a comprehensive 2026 event calendar, matching the homepage's high-level promises without the usual disconnect found in public sector sites.

## TRUST & PROOF

Verifiable evidence vs. Trust Theatre.

15

75% Reputation

### DIAGNOSIS: TRUST THEATRE

The site exhibits minor trust theatre by displaying a review\_count of 14 on the 'What's On' page without providing visible review text or links to third-party verification platforms. Performance claims like the '#1 Small European Region' are substantiated by naming the specific award (Financial Times? FDI Intelligence), but the lack of outbound links to these external validations creates a minor proof gap.

### EVIDENCE: PROOF DENSITY

Proof density is significantly higher than industry averages. The site provides a high ratio of verifiable evidence, including specific historical Save-the-Date anchors for 2026 events (e.g., 'Dublin by Night Festival, Saturday, November 1st') and detailed reports like the 'Dublin Nights Help Zone Impact Report' citing 2,000 engagements.

## COMMODITY FINGERPRINT

Detection of industry cliches/templates.

10

67% Reputation

The site avoids the standard municipal template by focusing on story-led content rather than dry service menus. While it uses industry jargon such as 'business-friendly ecosystem' and 'spirit of ingenuity,' these are anchored to specific Irish institutions like IDA and Enterprise Ireland, preventing the value proposition from being transferable to any other city.

## IDENTITY & AUTHORITY

Expert verifiability & Schema depth.

8

53% Reputation

### DIAGNOSIS: AUTHORITY GAPS

The largest authority gap is technical; despite claiming to be a global tech hub, the site provides no schema\_json in the crawled data, missing basic Organization or Event structured data. Narrative authority is strong, however, as experts like City Archaeologist Dr. Ruth Johnson are named and given deep contextual background rather than remaining anonymous bureaucratic functions.

### EVIDENCE: PERFORMANCE VS. CLAIMS

There is a significant disconnect between the site's claim of being a tech-driven 'Region of the Future' and its technical implementation, which lacks modern structured data. However, marketing claims regarding business success are supported by specific lists of resident companies including Microsoft, Salesforce, and Amgen, rather than vague assertions of popularity.

[See how to improve >](#)

## INDUSTRY MATCH & SCORE SUMMARY

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**Government, Municipal & Public Sector Reputation: Dublin.ie (dublin.ie)**

**Reputation: 73 / 100**

### INDUSTRY CLASSIFICATION

The site perfectly aligns with the Government, Municipal & Public Sector category, acting as a centralized portal for city promotion and citizen resources. Unlike generic council sites, it leans heavily into economic development and cultural storytelling rather than purely administrative notices.

*"The score of 73 reflects a high-substance, low-fluff environment. Points were primarily triggered by the lack of structured data (Identity Gap) and the repetitive use of the 'live, work, invest, study' navigation quartet as a conceptual placeholder across headings. The site's strict adherence to the May 2026 temporal anchor with specific, upcoming events drastically reduced its BS score compared to standard government entities."*

### 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://dublin.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**