

AI Reputation Analysis and Signal Evaluation - Fáilte Ireland

BRAND AI REPUTATION

Government, Municipal & Public Sector Reputation: Fáilte Ireland (www.failteireland.ie)

https://www.failteireland.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

Fáilte Ireland has 8.1 points more reputation than the average for Government, Municipal & Public Sector.

EXPERT VERDICT

Fáilte Ireland provides a textbook example of a high-substance, low-fluff government portal that prioritizes functional utility over marketing theater. It successfully backs its primary signal of development authority with specific financial data and regional strategies. The minor BS detected stems solely from technical schema omissions and standard navigational boilerplate.

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INFO DENSITY

Power-words vs. Substance ratio.

21

70% Reputation

The site demonstrates a high noun-to-power-word ratio in its headings, citing specific entities like Dún Aonghasa and North Mayo alongside specific financial figures such as the 1.6 million euro investment. While some H2 headings like Advance your career are slightly aspirational, they are immediately tethered to named programs like learniFI. The presence of specific temporal markers, including a 2023-2027 strategy and a 2026 briefing, indicates high information currency and specificity. However, the reliance on repetitive newsletter prompts and section navigation slightly dilutes the overall density.

SEMANTIC COHERENCE

Homepage promise vs. Sub-page reality.

20

100% Reputation

There is zero detectable semantic drift between the homepage signal and the sub-page substance. The homepage H1 establishes the entity as the National Tourism Development Authority, and every subsequent page reinforces this through regional development strategies, climate action toolkits, and investment news. The sub-pages for Dublin and Ireland's Hidden Heartlands deliver exactly what the homepage Regional Experience Brands section promises without shifting audience or tone.

TRUST & PROOF

Verifiable evidence vs. Trust Theatre.

18

90% Reputation

DIAGNOSIS: TRUST THEATRE

Trust theatre is virtually non-existent on this site. The review_count is 0 on the homepage, and the single review_count of 1 on the Climate Action page is balanced by a proof_links_count of 1, suggesting a verified case study rather than decorative social proof. The site relies on official news archives and strategy documents rather than unverified third-party badges or empty testimonials.

EVIDENCE: PROOF DENSITY

The proof density is high, specifically regarding fiscal transparency and strategic planning. The site references a 5-year tourism development plan and a Regional Tourism Development Strategy with a defined 2023-2027 window. The delta between the current system date of May 2026 and the 2026 briefing headings indicates that the evidence provided is not only specific but perfectly current.

COMMODITY FINGERPRINT

Detection of industry cliches/templates.

10

67% Reputation

The site avoids standard commercial clichés, though it does utilize some public sector jargon such as climate action programme and strategy documents. Its value proposition is inherently unique as it manages state-sanctioned regional brands like Ireland's Ancient East, which cannot be commoditized by competitors. The only notable fingerprint is the recurring use of template boilerplate like In this section and Sign up for our newsletter across all sub-pages.

IDENTITY & AUTHORITY

Expert verifiability & Schema depth.

8

53% Reputation

DIAGNOSIS: AUTHORITY GAPS

A significant technical authority gap exists due to the total absence of JSON-LD schema (schema_json is null) across all six pages analyzed. While the brand carries inherent authority as a national body, it fails to signal this to search engines through structured Organization or GovernmentOrganization data. Furthermore, while teams are mentioned (e.g., Dublin Team), no individual experts are named in the heading hierarchy, leading to a minor footprint gap for specific authorities.

EVIDENCE: PERFORMANCE VS. CLAIMS

Marketing claims are consistently anchored to tangible outputs. For example, the claim of tailored supports for profitability is linked to the F&B 360 program, and visitor centre upgrades are backed by a specific 1.6 million euro investment figure. There are no bold performance claims that lack a corresponding program or financial disclosure.

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INDUSTRY MATCH & SCORE SUMMARY

**Government, Municipal & Public Sector Reputation: Fáilte Ireland
(www.failteireland.ie)**

Reputation: 77 / 100

INDUSTRY CLASSIFICATION

The content perfectly aligns with the Government and Public Sector category. It functions as the National Tourism Development Authority, evidenced by its focus on regional strategies, public investment announcements, and trade support infrastructure.

"The low score of 77 reflects an exceptionally high level of substance. The Information Density (9) and Identity and Authority (7) pillars were the primary drivers of the remaining score, caused by technical schema gaps and the high frequency of template-based navigation headings. Semantic coherence was perfect (0), which is rare for large-scale institutional sites."

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.failteireland.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

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