

# AI Reputation Analysis and Signal Evaluation - Department of Foreign Affairs and Trade (Ireland.ie)

## BRAND AI REPUTATION

Government, Municipal & Public Sector  
Reputation: Department of Foreign Affairs and Trade (Ireland.ie) (ireland.ie)

<https://ireland.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

Department of Foreign Affairs and Trade (Ireland.ie) has 7.1 points more reputation than the average for Government, Municipal & Public Sector.

## EXPERT VERDICT

This is a high-substance, low-BS government portal that successfully utilizes storytelling as forensic proof of its 'Global Ireland' policy. It sidesteps the usual bureaucratic jargon trap by grounding its claims in individual human narratives and hard fiscal data. It is a benchmark for 'show, don't tell' in the public sector.

[See how to improve >](#)

## INFO DENSITY

Power-words vs. Substance ratio.

**23**

77% Reputation

The site exhibits high information density with a low fluff-to-substance ratio. While some headings like 'Make the right memories' are thematic, the body text is packed with specific data such as the ?976 million investment in Overseas Development Assistance and the 530+ organisations supported by the Emigrant Support Programme. Specificity is further bolstered by naming dozens of real-world individuals, from COO Isabella Rose Davey to Professor Valeria Nicolosi, rather than using generic personas.

## SEMANTIC COHERENCE

Homepage promise vs. Sub-page reality.

16

80% Reputation

There is minimal semantic drift between the homepage signal and sub-page substance. The H1 'This is Ireland' and the promise to 'live, learn, create and innovate' are directly supported by sub-pages like 'Culture' and 'Global Citizenship' which feature granular stories of Irish people doing exactly those things abroad. The navigation structure is consistent, though the technical crawl reveals some H2 repetition in the header/footer regions.

## TRUST & PROOF

Verifiable evidence vs. Trust Theatre.

14

70% Reputation

### DIAGNOSIS: TRUST THEATRE

The site avoids traditional trust theatre; `trust_theatre_flag` is false and it does not rely on unverified third-party review widgets. However, it makes a few broad claims such as ranking 'highly in quality of life indices globally' without providing a direct outbound link to a specific report or year. The `proof_links_count` is 1, which is low for the volume of claims made, though the government domain itself provides a baseline of inherent authority.

### EVIDENCE: PROOF DENSITY

Proof density is strong for a public-facing portal. Across the four pages, the site moves beyond vague assertions of 'impact' to list exact numbers of participating countries (40 for St Patrick's Day) and named entities like the 'Kenya Young Scientist Programme.' The ratio of verifiable names and numbers to generic adjectives is roughly 4:1.

## COMMODITY FINGERPRINT

Detection of industry cliches/templates.

10

67% Reputation

The site avoids most municipal boilerplate language. While it uses industry jargon like 'sustainable development' and 'creativity and innovation,' these are used as category markers for specific case studies rather than empty value propositions. The positioning of '70 million diaspora' is a unique identifier that prevents the content from being a copy-paste template for other nations.

## IDENTITY & AUTHORITY

Expert verifiability & Schema depth.

13

87% Reputation

### DIAGNOSIS: AUTHORITY GAPS

Authority is exceptionally high due to the GovernmentOrganization schema and sameAs links to official social media channels and gov.ie. There is a slight gap in individual expert authority as mentioned profiles lack Person schema or dedicated sameAs links for the subjects, but the institutional authority of the Department of Foreign Affairs and Trade is fully verified.

### EVIDENCE: PERFORMANCE VS. CLAIMS

The disconnect is low. Performance claims are usually quantitative, such as '3,250 Irish books given away in 20 languages.' The marketing tone is present but is almost always tethered to a specific event (Bloomsday 2025) or a specific program (Human Rights Council Campaign 2027-2029), reducing the 'hot air' factor.

[See how to improve >](#)

## INDUSTRY MATCH & SCORE SUMMARY

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**Government, Municipal & Public Sector Reputation: Department of Foreign Affairs and Trade (Ireland.ie) (ireland.ie)**

**Reputation: 76 / 100**

### INDUSTRY CLASSIFICATION

The website perfectly matches the Government and Public Sector category. Its content is explicitly focused on diplomatic relations, consular services like passports, and international development strategies managed by the Irish state.

*"The score of 76 is driven by the site's excellent information density and strong alignment between its international mission and its content. Small penalties were applied for the lack of external verification links on broad rankings and the technical repetition of navigation headings found in the crawl data."*

### 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://ireland.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 28, 2026

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