

AI Reputation Analysis and Signal Evaluation - Dublin Roofing Services

BRAND AI REPUTATION

Home Services (Plumbing, Roofing, HVAC, Electrical) Reputation: Dublin Roofing Services (dublinroofingservices.ie)

<http://dublinroofingservices.ie>

Industry: Home Services (Plumbing, Roofing, HVAC, Electrical)



HOME SERVICES (PLUMBING, ROOFING, HVAC, ELECTRICAL)

47 Avg Reputation

Based on 290 businesses audited.

REPUTATION LEVEL

LOWER REPUTATION THAN AVERAGE

Dublin Roofing Services has 11 points less reputation than the average for Home Services (Plumbing, Roofing, HVAC, Electrical).

EXPERT VERDICT

Dublin Roofing Services is a template-driven lead generation site that leans heavily on geographical keyword anchoring rather than verifiable expertise. While it provides just enough forensic data (membership numbers and specific Dublin suburbs) to appear legitimate, its repetitive boilerplate content and contradictory '24/7' vs '6 Days' claims indicate high levels of marketing air.

See how to improve >

INFO DENSITY

Power-words vs. Substance ratio.

13

43% Reputation

The site suffers from extreme heading fluff saturation, particularly on the homepage where five distinct H3 tags use the exact same sentence: 'When you work with us, you receive work completed to above industry standards.' While the body text provides some substance by naming project locations like Dalkey, Rathgar, and Lucan, it is outweighed by generic marketing language such as 'top-rated roofing solutions' and 'trusted local roofers.' Specificity is present in the form of a 'Membership No. 21437' and a starting price of ?150 in the FAQ, but these are isolated data points in a sea of repetition.

SEMANTIC COHERENCE

Homepage promise vs. Sub-page reality.

10

50% Reputation

There is a notable temporal disconnect between pages; the homepage claims the business has been specializing in repairs 'since 1988' (38 years as of 2026), while every sub-page uses a generic 'Over 20 Years Roofing Experience' badge. Furthermore, the homepage H3 hierarchy lists 'Commercial Roofing' as a primary signal, but none of the provided sub-pages or project images demonstrate commercial-scale work, focusing exclusively on residential properties. The H1 on the homepage is a keyword-stuffed string ('Roof Repairs Dublin, Roofing Contractors Dublin') rather than a coherent brand statement, indicating a priority for SEO over user clarity.

TRUST & PROOF

Verifiable evidence vs. Trust Theatre.

3

15% Reputation

DIAGNOSIS: TRUST THEATRE

The site exhibits high trust theatre; it claims '8 reviews' in its schema data and prompts users to 'Review Us On Google,' yet the `proof_links_count` is 0 across all pages, meaning there is no direct path to verify these reviews. Several trust logos are displayed as images (Guild of Master Craftsmen, Tegral, Velux, Best in Ireland), but they are not linked to certification portals, which is a standard red flag in the industry dictionary. The claim of being 'Dublin's renowned Roofing Contractors' is unsubstantiated by any third-party awards or press mentions.

EVIDENCE: PROOF DENSITY

The proof density is low, calculated as a handful of specific location names and one membership number against dozens of vague assertions like 'highest-quality roofing materials' and 'above industry standards.' The ratio of verifiable evidence to marketing claims is approximately 1:8. The presence of real project photos with location tags prevents the score from reaching the 'Extreme BS' range, but the lack of external validation links keeps the trust score low.

COMMODITY FINGERPRINT

Detection of industry cliches/templates.

4

27% Reputation

The site's value proposition is a carbon copy of the `generic_claims` and `value_prop_cliches` arrays, including 'fast and reliable,' 'fully insured,' and 'quality workmanship.' The structure follows the `template_fingerprints` almost exactly, with 'Why Choose Our Dublin Roofers?' sections that offer no unique selling points beyond being 'experienced.' The repetition of the same H3 boilerplate text across the homepage is a clear signature of a low-effort content template used to fill space.

IDENTITY & AUTHORITY

Expert verifiability & Schema depth.

6

40% Reputation

DIAGNOSIS: AUTHORITY GAPS

While the site provides a membership number for the Guild of Master Craftsmen, it fails to provide any Person schema or identify a single human team member or owner, resulting in a 'faceless corporation' feel. The schema_json is technically sound for a LocalBusiness but lacks sameAs links to social proof or external directory profiles that would confirm its 'renowned' status. The technical implementation is functional but repetitive, showing a gap between the claim of being a 'professional team' and the automated-looking content structure.

EVIDENCE: PERFORMANCE VS. CLAIMS

The business claims to be 'renowned' and 'top-rated' but provides no case studies with metrics, only simple image captions like 'Completed roof repair in Dalkey.' There is a bold claim of providing '24/7 emergency roof repairs' in the schema, yet the 'Open 6 Days A Week' heading and the 'Mon - Sat: 9am - 7pm' H3/H4 tags on every page suggest a lack of a true out-of-hours contact mechanism. This disconnect between '24/7' marketing and '6 Days' operational reality is a classic BS pattern.

[See how to improve >](#)

INDUSTRY MATCH & SCORE SUMMARY

Home Services (Plumbing, Roofing, HVAC, Electrical) Reputation: Dublin

Reputation: 36 / 100

Roofing Services (dublinroofingservices.ie)

INDUSTRY CLASSIFICATION

The content perfectly aligns with the Home Services category, specifically focusing on roofing, guttering, and roofline maintenance. The presence of technical specifics like 'Tegral approved installer' and 'Blue Bangor Slate Installer' confirms a high-fidelity industry match.

"The score of 36 is primarily driven by Information Density and Trust and Proof. The high repetition of boilerplate text and the lack of verifiable links to reviews or certifications create a significant gap between the site's 'renowned' signal and its evidentiary substance. Semantic drift regarding the company's age also contributed to the credibility penalty."

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://dublinroofingservices.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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