

# AI Reputation Analysis and Signal Evaluation - Career Coach Me

## BRAND AI REPUTATION

### HR, Recruiting & Job Boards Reputation: Career Coach Me (careercoachme.ie)

<https://careercoachme.ie>

Industry: HR, Recruiting & Job Boards



#### HR, RECRUITING & JOB BOARDS

### 55 Avg Reputation

Based on 192 businesses audited.

REPUTATION LEVEL

#### HIGHER REPUTATION THAN AVERAGE

Career Coach Me has 38 points more reputation than the average for HR, Recruiting & Job Boards.

#### EXPERT VERDICT

Career Coach Me is a rare example of a high-substance, low-fluff professional service site. By prioritizing productized deliverables and academic credentials over industry jargon, it achieves a nearly transparent distance between signal and substance.

[See how to improve >](#)

#### INFO DENSITY

Power-words vs. Substance ratio.

28

93% Reputation

Information density is exceptionally high. Body substance includes specific pricing structures (?220 for 90-minute sessions), a clearly defined 'Career Report' deliverable, and verifiable academic credentials including a PhD in Economics from UCL and a Postgraduate Diploma from Warwick. Headings like [H2] Career Guidance for Leaving Cert Students are literal and avoid the 'power word' saturation common in the industry.

#### SEMANTIC COHERENCE

Homepage promise vs. Sub-page reality.

20

100% Reputation

Semantic drift is non-existent. The homepage H1 'Career Coaching' is supported by specific sub-pages that mirror the hero section's promises exactly. There is no disconnect between the 'Qualified Advisor' signal and the service substance, as the methodology (STAR framework, CAO search links) is detailed on every relevant landing page.

## TRUST & PROOF

Verifiable evidence vs. Trust Theatre.

18

90% Reputation

### DIAGNOSIS: TRUST THEATRE

The site demonstrates high-integrity trust signals with a review\_count of 341 supported by 50 proof\_links\_count, indicating external verification. While it uses the round number 'nearly 600 individuals' for a performance claim, this is grounded by the volume of Google Reviews and the specific year of establishment (2019).

### EVIDENCE: PROOF DENSITY

Proof density is very high. The ratio of verifiable evidence (named universities, professional registrations, and literal prices) to vague assertions is superior to competitors. The presence of 322-341 reviews on multiple pages provides a persistent proof layer throughout the user journey.

## COMMODITY FINGERPRINT

Detection of industry cliches/templates.

13

87% Reputation

The commodity fingerprint is minimal. While the site uses standard template sections like 'About Me' and 'Why me?', the content is highly individualized, referencing Cathy Balfe's specific background in stock trading and academia. It avoids typical generic\_claims like 'finding the best talent' in favor of specific coaching outcomes.

## IDENTITY & AUTHORITY

Expert verifiability & Schema depth.

14

93% Reputation

### DIAGNOSIS: AUTHORITY GAPS

Authority is well-established through verifiable professional memberships (CDI and EMCC) and a transparent academic history. The only gap is a technical one in the schema\_json, which lacks dedicated Person schema for the founder, though it does include Organization schema with SameAs links to social profiles.

### EVIDENCE: PERFORMANCE VS. CLAIMS

There is no disconnect between marketing claims and demonstrated capability. Performance claims regarding interview preparation are substantiated by the detailed description of mock interview processes and the use of the STAR framework, moving beyond the 'interview with confidence' cliché.

[See how to improve >](#)

## INDUSTRY MATCH & SCORE SUMMARY

**HR, Recruiting & Job Boards Reputation: Career Coach Me**  
(careercoachme.ie)

Reputation: 93 / 100

### INDUSTRY CLASSIFICATION

The website perfectly aligns with the Career Coaching and Job Search Consulting sub-sector of the HR industry, focusing on individual career guidance and student CAO support rather than generic recruitment agency models.

*"The score of 93 is driven primarily by minor technical omissions in structured data and the use of common template labels. The site's core content is remarkably free of bullshit, relying on credentials and literal descriptions rather than marketing adjectives."*

#### **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://careercoachme.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

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