

AI Reputation Analysis and Signal Evaluation - BeFound SEO

BRAND AI REPUTATION

Marketing, SEO & Advertising Agencies Reputation: BeFound SEO (befound.ie)

<https://befound.ie>

Industry: Marketing, SEO & Advertising Agencies

86

REPUTATION / 100

B

MARKETING, SEO & ADVERTISING AGENCIES

55 Avg Reputation

Based on 1879 businesses audited.

REPUTATION LEVEL

HIGHER REPUTATION THAN AVERAGE

BeFound SEO has 31 points more reputation than the average for Marketing, SEO & Advertising Agencies.

EXPERT VERDICT

This is a rare high-substance agency website that prioritizes forensic proof and transparent engagement terms over marketing fluff. The total lack of 'fee-on-spend' pricing and the inclusion of specific audit costs suggest a business model built on technical delivery rather than sales theatre. It is a benchmark for low-BS positioning in the highly saturated SEO market.

See how to improve >

INFO DENSITY

Power-words vs. Substance ratio.

24

80% Reputation

The site exhibits high substance with a low ratio of power words to specific data. It includes granular details such as a 90-page technical audit, a 12-month roadmap, and specific starting prices of ?800 for retainers and ?1,250 for audits. Body text avoids generic filler, opting for process-heavy descriptions like CRM-tied reporting and AI-led content systems. Concept repetition is present but serves to reinforce the revenue-focused value proposition rather than mask a lack of info.

SEMANTIC COHERENCE

Homepage promise vs. Sub-page reality.

20

100% Reputation

There is zero detectable drift between the homepage signal and sub-page substance. The homepage H1 ? Dublin SEO Agency is backed by specific sub-pages for AI SEO and PPC that maintain the same Irish-market focus and revenue-first reporting promises. Contradictions are absent; the premium positioning on the homepage is consistently supported by the detailed case study metrics and transparent pricing models found deeper in the site architecture.

TRUST & PROOF

Verifiable evidence vs. Trust Theatre.

18

90% Reputation

DIAGNOSIS: TRUST THEATRE

Trust theatre is minimal as the site provides a review_count of 10 to 17 across pages with a corresponding proof_links_count of 1, indicating a path to verification. Testimonials include full names and professional titles, such as Jason Roe (Web Development Professional) and Heidi Jermyn (Digital Marketing Professional). While some case studies are anonymized (e.g., 'Donegal practice' or 'Cosmetic surgery'), they are balanced by named clients like MJ Flood Security, reducing the overall BS score.

EVIDENCE: PROOF DENSITY

The proof density is high, with 8 detailed case studies featuring specific traffic deltas (e.g., 2,000 to 26,000 monthly visits) and staff growth numbers. The site provides specific timeframes for results, such as 'within just a few months' for MJ Flood or 'sustained over 5 years.' This ratio of verifiable evidence to vague marketing assertions is significantly better than the industry average.

COMMODITY FINGERPRINT

Detection of industry cliches/templates.

9

60% Reputation

The site uses some standard industry jargon like 'ROI-driven' and 'measurable results,' but it differentiates itself through unique engagement terms. Specifically, the 'No Fee-on-Spend' policy for PPC management and the '100% White Hat' link-building claim are positioned as counter-industry standards. boilerplate sections like 'Why BeFound' are filled with specific historical context (est. 2009) and market-specific insights rather than generic template fluff.

IDENTITY & AUTHORITY

Expert verifiability & Schema depth.

15

100% Reputation

DIAGNOSIS: AUTHORITY GAPS

Authority is well-established through the clear identification of founder Leslie Gilmour in the schema_json and Privacy Policy. The schema includes sameAs links to verifiable LinkedIn and Twitter profiles, bridging the gap between digital claims and physical identity. The technical implementation is robust, with a clean heading hierarchy (H1-H3) and detailed local business structured data (postalCode: D02 X361), confirming a physical footprint in Dublin.

EVIDENCE: PERFORMANCE VS. CLAIMS

Marketing claims are consistently anchored in demonstrated results. The claim that 'SEO reports don't tie to revenue. Ours do' is backed by the SEO Case Studies page which highlights a '6 staff to 60' growth metric and '3x qualified leads.' There is no disconnect between the agency's bold performance promises and the forensic evidence provided in the traffic graphs and staff scaling narratives.

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INDUSTRY MATCH & SCORE SUMMARY

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Reputation: 86 / 100

INDUSTRY CLASSIFICATION

The website perfectly aligns with the Marketing and SEO Agency category, providing specific technical details on local SEO, link building, and PPC management. The content reflects deep knowledge of the Irish market, specifically mentioning Dublin, Cork, and Galway, which validates its positioning as a local specialist.

"The low score of 86 is driven primarily by the high density of specific numbers, named experts with footprints, and the presence of a clear pricing model. Minor penalties were applied in the Information Density and Commodity Fingerprint pillars for slight concept repetition and the use of 'anonymised' case studies. The site successfully bypasses almost all standard agency red flags."

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://befound.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: September 3, 2026

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