

# AI Reputation Analysis and Signal Evaluation - Disruptive Digital

## BRAND AI REPUTATION

### Marketing, SEO & Advertising Agencies Reputation: Disruptive Digital (disruptivedigital.ie)

<https://disruptivedigital.ie>

Industry: Marketing, SEO & Advertising Agencies



REPUTATION LEVEL

## MARKETING, SEO & ADVERTISING AGENCIES

### 54.8 Avg Reputation

Based on 1834 businesses audited.

#### LOWER REPUTATION THAN AVERAGE

Disruptive Digital has 13.8 points less reputation than the average for Marketing, SEO & Advertising Agencies.

## EXPERT VERDICT

Disruptive Digital is a standard local agency suffering from severe 'Truth Theatre'?it uses the names of well-known local brands to mask a complete lack of published performance data. The 'Disruptive' branding is a hollow label for conventional social media management that relies on proximity rather than proven technical superiority. It is a classic 'Trust Me' agency that has yet to bridge the gap between claiming results and proving them.

[See how to improve >](#)

## INFO DENSITY

Power-words vs. Substance ratio.

14

47% Reputation

Heading fluff is moderate, using power words like leading, expert, and bespoke (e.g., [H2] We are Disruptive Digital) without technical qualification. The body substance ratio is weakened by the absence of specific outcome metrics; while it mentions 100+ clients and 7 years in business, it fails to provide a single percentage of growth or currency-based ROI figure. Concept repetition is high, with variations of leading digital marketing agency in Galway appearing across multiple page metas and headers. Specificity is present in client names (e.g., Micil Distillery, The Twelve Hotel), but the actual work descriptions remain vague marketing abstractions.

## SEMANTIC COHERENCE

Homepage promise vs. Sub-page reality.

13

65% Reputation

The primary signal of being Disruptive is completely lost in the sub-pages, which describe standard Social Media Management and Community Building services that are entirely traditional. The homepage hero [H2] We get your brand noticed online is a generic promise that drifts into a standard list of deliverables rather than a proprietary or disruptive methodology. There is a slight data conflict between the homepage claiming 90+ clients and the About page claiming 100+ clients. The portfolio sub-page is particularly thin, providing only client names [H3] without any narrative or evidentiary substance to support the homepage claims of results-driven strategies.

## TRUST & PROOF

Verifiable evidence vs. Trust Theatre.

2

10% Reputation

### DIAGNOSIS: TRUST THEATRE

The site exhibits maximum trust theatre by displaying a review\_count of up to 39 across pages while maintaining a proof\_links\_count of 0. Testimonials from Pádraic O Griallais and Ross Tobin are presented as plain text without links to original Google Reviews, LinkedIn recommendations, or video proof. Bold performance claims such as maximize your ROI and results that drive growth are entirely unsubstantiated by linked data or third-party audits. This creates a closed loop of authority where the agency asks the user to trust their transcription of praise without external verification.

### EVIDENCE: PROOF DENSITY

The ratio of verifiable proof to assertions is extremely low; for every named client (substance), there are dozens of generic marketing assertions (fluff). The site provides no external proof paths?no links to ad accounts, no certified partner badges that link to directories, and no third-party rating platforms like Clutch. Verified evidence is limited to the existence of a physical address in Loughrea and a founder name, while the actual quality of work is entirely hidden behind text-only testimonials.

## COMMODITY FINGERPRINT

Detection of industry cliches/templates.

4

27% Reputation

The site is heavily saturated with industry clichés like data-driven, bespoke marketing solutions, and growth partner. The value proposition is a commodity; removing the brand name Disruptive Digital and replacing it with any other Galway agency would require zero changes to the service descriptions. Template fingerprints are highly visible, with standard [H2] Our Services and [H2] Client Testimonials blocks that follow a predictable WordPress agency theme structure. The only unique element is the founder's mention of playing rugby for Connacht, which is a personal detail rather than a business differentiator.

## IDENTITY & AUTHORITY

Expert verifiability & Schema depth.

8

53% Reputation

### DIAGNOSIS: AUTHORITY GAPS

While the site names experts (Peter, Ruben, Aaron, Matthew), the schema\_json lacks sameAs links to LinkedIn or other professional identifiers, making them digital ghosts. There is a technical credibility gap: the site positions itself as a digital expert but features a Portfolio page that is functionally empty of content (under 600 characters). The structured data is generic (ProfessionalService) and does not leverage more specific schema types that would demonstrate deep technical SEO or marketing expertise.

### EVIDENCE: PERFORMANCE VS. CLAIMS

The marketing tone is hyper-confident, claiming to be the #1 Marketing Agency in Galway, yet the site fails to demonstrate a single case study with a baseline and an outcome. Claims like Maximize your ROI with data-driven paid advertising campaigns are disconnected from the lack of any data, charts, or attribution models shown on the site. The News and Announcements section contains only four posts from early 2025, which are largely generic advice (e.g., Why Hire an Agency) rather than original research or thought leadership.

[See how to improve >](#)

## INDUSTRY MATCH & SCORE SUMMARY

**Marketing, SEO & Advertising Agencies Reputation: Disruptive Digital  
(disruptivedigital.ie)**

**Reputation: 41 / 100**

### INDUSTRY CLASSIFICATION

The site perfectly aligns with the Marketing, SEO & Advertising Agencies category, specifically focusing on social media management and paid advertising for Irish SMEs. The terminology used, such as ROI-driven, paid ads, and content strategy, is standard for the sector.

*"The score of 41 is driven primarily by the high Trust Theatre (18/20) and poor Information Density (16/30). While the site has a clear identity and consistent messaging (reducing the Semantic Coherence penalty), the lack of external proof and heavy reliance on industry clichés prevents it from achieving a 'Substance' rating. The failure to provide metrics despite claiming to be 'data-driven' is the core BS driver."*

### 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://disruptivedigital.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: June 26, 2026

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