

AI Reputation Analysis and Signal Evaluation - PRO SEO

BRAND AI REPUTATION

Marketing, SEO & Advertising Agencies Reputation: PRO SEO (www.proseo.ie)

https://www.proseo.ie

Industry: Marketing, SEO & Advertising Agencies



MARKETING, SEO & ADVERTISING AGENCIES

54.8 Avg Reputation

Based on 1835 businesses audited.

REPUTATION LEVEL

LOWER REPUTATION THAN AVERAGE

PRO SEO has 14.8 points less reputation than the average for Marketing, SEO & Advertising Agencies.

EXPERT VERDICT

A digital time capsule from 2017 masquerading as a 2026 market leader. While the agency has legitimate Irish roots and named client history, the failure to update its 'modern' algorithm advice and 'current' awards for nearly nine years results in a high bullshit factor.

[See how to improve >](#)

INFO DENSITY

Power-words vs. Substance ratio.

13

43% Reputation

The heading fluff saturation is significant, with H2s like Optimisation That Out Performs The Rest ? FACT ! and Best SEO Agency in Dublin & Ireland relying on power words without specific metrics. While the body text mentions named clients like Procad and Beacon Face, the substance is diluted by high concept repetition regarding being Irish owned and consultants knowing the Irish Market. Specificity is present in testimonials (e.g., 18 Keywords in number 1 position), but the surrounding text is dense with marketing filler such as top SEO Services that you deserve.

SEMANTIC COHERENCE

Homepage promise vs. Sub-page reality.

11

55% Reputation

There is a massive temporal drift between the homepage signal of being a leading 2026 agency and the sub-page content which remains frozen in 2017. The Content Marketing page refers to Google's Fred update (2017) as a major modern algorithm update and cites rankings from middle of March 2017 as current concerns. The homepage claims to be Dublin & Ireland's Leading SEO Agency, but the supporting evidence (awards for 2014, 2015, 2016, and 2017) suggests a legacy position rather than current market leadership.

TRUST & PROOF

Verifiable evidence vs. Trust Theatre.

8

40% Reputation

DIAGNOSIS: TRUST THEATRE

The site displays a review_count of up to 35 on some pages but maintains a proof_links_count of 1 across the board, indicating a lack of third-party verification links for most claims. Bold assertions like Voted one of the best SEO Ireland companies consistently every year and Official Google Partners are presented without clickable links to independent award bodies or the official Google Partner directory. The results are presented as static text blocks, which functions as trust theatre rather than verifiable evidence.

EVIDENCE: PROOF DENSITY

There is a low ratio of verifiable current evidence to vague assertions; while 13 clients are named in testimonials, the lack of campaign dates or modern traffic screenshots makes the proof stale. The site mentions awards from 2014-2017 as current proof of excellence, which, given the 2026 anchor date, represents a significant credibility gap. Most 'proof' is anecdotal text rather than data-backed reporting.

COMMODITY FINGERPRINT

Detection of industry cliches/templates.

4

27% Reputation

The site's value proposition is highly commoditized, relying on the generic differentiator of being physically located in Ireland to counter competitors using Skype. Matches for industry clichés are frequent, including results-driven, ROI-driven, and proven track record. Template sections like Why Use Our Companies Services? and Benefits of An Eye-Catching Landing Page contain boilerplate lists that could be applied to any agency in the sector without modification.

IDENTITY & AUTHORITY

Expert verifiability & Schema depth.

4

27% Reputation

DIAGNOSIS: AUTHORITY GAPS

Authority is claimed through mononymous or first-name-only references like Connor, Derek, and the Lads, with no surnames, professional bios, or Person schema to anchor them. While the site mentions having Ireland's best backlink experts in-house, there is no digital footprint or sameAs links to verify these experts' careers or credentials. The structured data is basic JSON-LD (WebPage/WebSite) and lacks the Organization or LocalBusiness depth expected from a technical SEO agency.

EVIDENCE: PERFORMANCE VS. CLAIMS

The site makes absolute performance guarantees, such as your website will at least double its conversions and guarantee to achieve sustainable results, which are major red flags in the SEO industry. These bold claims are disconnected from any dated proof later than 2017, suggesting the results may not be replicable in the current 2026 search landscape. The marketing tone is aggressive (using FACT! and Number 1 consistently) while the actual case study data is nearly a decade old.

[See how to improve >](#)

INDUSTRY MATCH & SCORE SUMMARY

Marketing, SEO & Advertising Agencies Reputation: PRO SEO
(www.proseo.ie)

Reputation: 40 / 100

INDUSTRY CLASSIFICATION

The content strictly aligns with the Marketing, SEO & Advertising Agencies category, focusing heavily on search engine optimization, PPC management, and web design. The site utilizes specific industry terminology like Panda/Penguin updates, TF (Trust Flow), and disavow requests.

"The score of 40 is driven primarily by Information Density and Semantic Drift. The site suffers from high Concept Repetition (pillar 1) and a severe disconnect between its 'Leading Agency' signal and its stale 2017-era substance (pillar 2). The lack of verifiable current expert footprints (pillar 5) further inflates the score."

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://www.proseo.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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