

AI Reputation Analysis and Signal Evaluation - Nuroa

BRAND AI REPUTATION

Real Estate, Property & Lettings Reputation: Nuroa (www.nuroa.ie)

https://www.nuroa.ie

Industry: Real Estate, Property & Lettings



REAL ESTATE, PROPERTY & LETTINGS

53.5 Avg Reputation

Based on 434 businesses audited.

REPUTATION LEVEL

HIGHER REPUTATION THAN AVERAGE

Nuroa has 29.5 points more reputation than the average for Real Estate, Property & Lettings.

EXPERT VERDICT

A refreshingly dry and data-heavy utility site that eschews standard real estate fluff for pure technical substance. It is a faceless database that does exactly what it says on the tin, though its lack of corporate transparency and presence of stale listings are minor points of failure.

[See how to improve >](#)

INFO DENSITY

Power-words vs. Substance ratio.

27

90% Reputation

The site exhibits high substance with an extremely low fluff-to-noun ratio. Headings such as H1 Find your home! 132,763 flats and houses provide immediate, measurable scale. Listing descriptions are dense with technical specifications like BER numbers (112715644), floor sizes (153 sq.m), and exact pricing (?4,200), though a point is deducted for a stale listing found in the Galway crawl offering availability for January 2026 despite the May 2026 analysis date.

SEMANTIC COHERENCE

Homepage promise vs. Sub-page reality.

19

95% Reputation

There is virtually zero semantic drift between the homepage signal and the sub-page delivery. The H1 on the homepage promises a portal for Ireland from Dublin to Limerick, and the sub-pages for Greystones, Naas, and Galway deliver exactly the corresponding localized data. The only minor inconsistency is the structural repetition of H3 Popular searches twice on several pages, suggesting a minor template redundancy.

TRUST & PROOF

Verifiable evidence vs. Trust Theatre.

15

75% Reputation

DIAGNOSIS: TRUST THEATRE

With a review_count of 0 and no trust_theatre_flag detected, the site avoids the common trap of displaying unverified testimonials. However, trust is hampered by a lack of external proof paths; the site functions as an intermediary but provides no visible professional body memberships (e.g., RICS or Property Ombudsman) or 'About Us' transparency. It relies entirely on the technical accuracy of its aggregated data for credibility.

EVIDENCE: PROOF DENSITY

Proof density is high regarding the existence of property stock, with thousands of specific entries provided. However, there is a total absence of corporate proof (terms of business, client money protection, or regulatory registration). The site provides substance in its product (listings) but zero substance in its corporate authority.

COMMODITY FINGERPRINT

Detection of industry cliches/templates.

9

60% Reputation

The site uses a standard aggregator template with a commodity feel, scoring 6 here. The H3 Popular searches blocks are a standard SEO fingerprint found across nearly all real estate portals. The value proposition is a functional database that could be easily swapped with competitors like Mitula or Trovit, as it lacks a unique brand voice or proprietary 'investment-grade' methodology beyond basic search filtering.

IDENTITY & AUTHORITY

Expert verifiability & Schema depth.

13

87% Reputation

DIAGNOSIS: AUTHORITY GAPS

Authority is purely technical. While the schema_json includes Organization and SearchResultsPage types, it lacks Person schema or links to specific industry experts. The brand operates as a faceless entity, which is acceptable for a search engine but creates a gap compared to sites that name their data science or real estate lead teams.

EVIDENCE: PERFORMANCE VS. CLAIMS

The site avoids bold marketing claims entirely, focusing instead on data delivery. It does not claim to be the 'best' or 'fastest,' merely a tool to 'Find your home!' backed by a specific listing count. The disconnect is minimal, though the lack of a visible complaints procedure or regulatory escalation path is a missed requirement for high-authority real estate platforms.

[See how to improve >](#)

INDUSTRY MATCH & SCORE SUMMARY

Real Estate, Property & Lettings Reputation: Nuroa (www.nuroa.ie)

Reputation: 83 / 100

INDUSTRY CLASSIFICATION

Nuroa is accurately classified as a real estate search engine and aggregator. The content consists exclusively of property listings and search results, confirming its role as a data-driven utility rather than a service-based agency.

"The low score of 83 reflects a high degree of substance; the site is almost entirely composed of hard data. Most points were lost in the Commodity Fingerprint and Trust pillars due to the anonymous nature of the platform and the lack of professional body registrations typically expected in the real estate sector."

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.nuroa.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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