

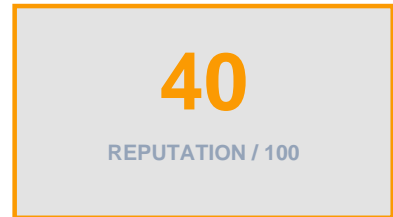
AI Reputation Analysis and Signal Evaluation - Mount Jerome Cemetery & Crematorium

BRAND AI REPUTATION

Religion, Spirituality & Faith Organizations Reputation: Mount Jerome Cemetery & Crematorium (www.mountjerome.ie)

<https://www.mountjerome.ie>

Industry: Religion, Spirituality & Faith Organizations



REPUTATION LEVEL

RELIGION, SPIRITUALITY & FAITH ORGANIZATIONS

59.3 Avg Reputation

Based on 90 businesses audited.

LOWER REPUTATION THAN AVERAGE

Mount Jerome Cemetery & Crematorium has 19.3 points less reputation than the average for Religion, Spirituality & Faith Organizations.

EXPERT VERDICT

Mount Jerome is a classic case of an 'Administrative Ghost Site'?an institution that relies on its physical legacy while providing zero digital substance. The website has been frozen in a COVID-era utility state where live streaming was the only priority, leaving the rest of the brand's claims as empty, repetitive containers. It is less a bullshit machine and more a neglected digital property that fails to back its historic signals with any modern content proof.

[See how to improve >](#)

INFO DENSITY

Power-words vs. Substance ratio.

19

63% Reputation

The site exhibits high heading fluff saturation by repeating H3 and H4 tags like We are Ireland's first environmentally friendly crematorium and Live Streaming of Services across every single page. The body substance ratio is poor; while the text contains technical instructions for streaming (e.g., click on the volume icon at the bottom left), it completely fails to provide information about the cemetery or funeral directors on those respective pages. Concept repetition is at the maximum allowed, as the exact 1,023-character block of text regarding chapel streaming is duplicated on all six crawled pages. Specificity is present in historical dates (1836) in the meta data, but absent in the body text which focuses solely on broadband functionality.

SEMANTIC COHERENCE

Homepage promise vs. Sub-page reality.

8

40% Reputation

There is a severe signal-substance alignment disconnect where the sub-page headings (Funeral Directors, Monumental Companies, Cemetery) promise specific service information that is never delivered. Instead of content about grave types or monumental services, the user finds only live streaming links for the Victorian and Garden Chapels. The cross-page consistency is broken by this identity shift: the site acts as a service directory in its hierarchy but functions as a singular 'Streaming Portal' in its content. The heading hierarchy is logically structured in the H1s, but the subsequent H3-H5 tags are identical across the site, rendering the structure redundant.

TRUST & PROOF

Verifiable evidence vs. Trust Theatre.

5

25% Reputation

DIAGNOSIS: TRUST THEATRE

The site triggers a significant trust theatre flag by claiming a `review_count` of 2 without providing any `proof_links_count` or verifiable third-party platform links. The claim of being Ireland's first environmentally friendly crematorium is a bold performance claim that lacks any linked certification, environmental data, or external validation. No external proof paths exist to case studies, testimonials, or regulatory funeral associations, leaving the user with zero third-party verification for their claims.

EVIDENCE: PROOF DENSITY

The ratio of verifiable evidence to unsubstantiated claims is nearly zero in the body text. While the meta data mentions 220,000 funerals, the `clean_text` across all six pages provides zero proof points for its service quality, monumental expertise, or environmental impact. The only specific proof mentioned relates to the technical limitations of broadband connection for their streaming service, which is a negative proof of reliability.

COMMODITY FINGERPRINT

Detection of industry cliches/templates.

7

47% Reputation

The site is heavily reliant on template fingerprints, most notably evidenced by the meta description 'Just another WordPress site', which signifies a total lack of brand customization. The value proposition of an environmentally friendly crematorium is unique, but it is buried under a commodity-level layout where every page serves the same content block. Industry cliché matches are low because the site is so sparse, but it suffers from extreme template language where even the About us page delivers zero unique body copy, relying entirely on the header and footer.

IDENTITY & AUTHORITY

Expert verifiability & Schema depth.

1

7% Reputation

DIAGNOSIS: AUTHORITY GAPS

There is a massive technical credibility gap as the site positioning as an established authority since 1836 is undermined by the default WordPress meta-tags and a broken content strategy. The schema_json is basic WebPage and WebSite code with no Organization schema, no sameAs links to social or regulatory bodies, and no Person schema for leadership. Despite the historical significance mentioned in meta-data, there is no verifiable digital footprint for specific experts or directors within the structured data.

EVIDENCE: PERFORMANCE VS. CLAIMS

The marketing tone of being a pioneer (Ireland's first) is disconnected from the site's actual demonstration of capability, which is limited to 2021-era streaming instructions. The site claims to receive 200,000 visitors annually in its meta description, yet provides no evidence of community engagement, schedules, or service capacity in the actual page text. This disconnect between the 'Historic Institution' signal and the 'Technical Support FAQ' substance creates a high BS threshold.

[See how to improve >](#)

INDUSTRY MATCH & SCORE SUMMARY

Religion, Spirituality & Faith Organizations Reputation: Mount Jerome Cemetery & Crematorium (www.mountjerome.ie)

Reputation: 40 / 100

INDUSTRY CLASSIFICATION

The site partially fits the Religion, Spirituality & Faith Organizations category through its role as a sacred space for funerals and cremation. However, its content is strictly utilitarian and logistical, lacking the spiritual growth or faith community narratives typical of the industry dictionary.

"The score of 40 is driven primarily by extreme semantic drift and high trust theatre. The information density score is penalized for 100% repetition of content across sub-pages, while identity and authority suffer from the technical failure of leaving default WordPress tags active. The site avoids a higher score only because its few claims are grounded in historical facts found in meta-data, even if the body text fails to expand on them."

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.mountjerome.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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