

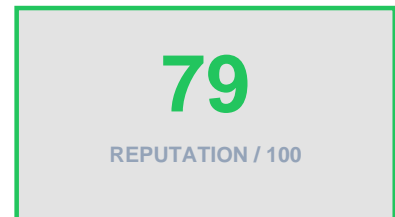
AI Reputation Analysis and Signal Evaluation - Coasteering NI

BRAND AI REPUTATION

Travel, Tourism & Booking Platforms
Reputation: Coasteering NI
(www.coasteeringni.co.uk)

<http://www.coasteeringni.co.uk>

Industry: Travel, Tourism & Booking Platforms



TRAVEL, TOURISM & BOOKING PLATFORMS

55 Avg Reputation

Based on 641 businesses audited.

REPUTATION LEVEL

HIGHER REPUTATION THAN AVERAGE

Coasteering NI has 24 points more reputation than the average for Travel, Tourism & Booking Platforms.

EXPERT VERDICT

Coasteering NI is a substance-heavy local business that prioritizes logistical transparency over marketing fluff. Its low BS score is earned through clear pricing, specific venue knowledge, and verified customer feedback that names individual staff members.

[See how to improve >](#)

INFO DENSITY

Power-words vs. Substance ratio.

23

77% Reputation

The site exhibits high information density, counteracting power words like breathtaking and world-class with specific data points. Substantial body text includes exact prices such as £42.40 and £38.16, concrete insurance values of £5 million and £10 million, and precise equipment lists. A small penalty is applied for the repetition of the Game of Thrones filming location and 16 years of experience claims across three separate pages without providing new context.

SEMANTIC COHERENCE

Homepage promise vs. Sub-page reality.

20

100% Reputation

There is zero semantic drift between the homepage signal and the sub-page delivery. The homepage H2 Coasteering Adventures in Northern Ireland is immediately supported by granular landing pages for Ballintoy and Bloody Bridge that offer specific booking options. The messaging remains consistent throughout, moving from a broad regional promise to specific, priced service deliverables.

TRUST & PROOF

Verifiable evidence vs. Trust Theatre.

15

75% Reputation

DIAGNOSIS: TRUST THEATRE

Trust signals are generally high with a review_count of 69 and structured data that includes actual guide names such as Lewis, Brad, and Jamie. However, the claim of being an award-winning tour operator at the NI Business Awards lacks an external proof link or dated evidence, creating a minor trust gap. The site correctly uses third-party review data rather than unverifiable self-hosted testimonials.

EVIDENCE: PROOF DENSITY

The proof density is robust, with a high ratio of verifiable facts to vague assertions. For every claim of being safe and professional, the site provides a counter-weight of evidence, such as the £10 million liability policy or the inclusion of all specialist equipment. The specificity of naming guides in the review body text acts as a powerful deterrent to the usual anonymity found in tourism bullshit.

COMMODITY FINGERPRINT

Detection of industry clichés/templates.

9

60% Reputation

While the site uses some generic travel clichés like take the plunge and unforgettable adventure, it maintains uniqueness through its membership-based Coasteering Club and its focus on local heritage. A commodity penalty is triggered by the presence of boilerplate headings like Link Gallery used as H2 markers across multiple pages, indicating a template-level technical oversight. Despite this, the specific mentions of Game of Thrones filming spots provide a regional anchor that most competitors cannot replicate.

IDENTITY & AUTHORITY

Expert verifiability & Schema depth.

12

80% Reputation

DIAGNOSIS: AUTHORITY GAPS

Authority is anchored by the mention of the National Coasteering Charter and Active Adventures NI, though a lack of Person schema for the guides mentioned in reviews creates a minor digital footprint gap. The business uses standard LocalBusiness schema with correct GeoCoordinates, which provides technical credibility. The duplicate H2 Link Gallery tags represent a minor technical hierarchy failure that slightly lowers the overall authority score.

EVIDENCE: PERFORMANCE VS. CLAIMS

The site avoids the standard industry disconnect by matching its marketing tone to its actual capabilities. Claims of unmatched local knowledge are supported by detailed descriptions of specific coastline features like Orlock Point and Carrick-a-Rede. The only unverified performance claim is the award-winning status, which is stated as fact but lacks specific year or category documentation.

[See how to improve >](#)

INDUSTRY MATCH & SCORE SUMMARY

Travel, Tourism & Booking Platforms Reputation: Coasteering NI
(www.coasteeringni.co.uk)

Reputation: 79 / 100

INDUSTRY CLASSIFICATION

The site content perfectly aligns with the Travel and Tourism category, specifically as a niche outdoor adventure and booking provider. The presence of specific regional geography, group pricing structures, and logistical 'what to bring' guides confirms its functional role as a destination activity platform.

"The score was primarily driven by minor technical template issues and unlinked award claims. The semantic coherence and proof density pillars performed exceptionally well, keeping the score in the Minimal to Low BS range. Information density is high, though slightly penalized for repeating the same value propositions across all six pages."

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 <http://www.coasteeringni.co.uk> 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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