

AI Reputation Analysis and Signal Evaluation - Share Discovery Village

BRAND AI REPUTATION

Travel, Tourism & Booking Platforms Reputation: Share Discovery Village (www.sharevillage.org)

<https://www.sharevillage.org>

Industry: Travel, Tourism & Booking Platforms



REPUTATION LEVEL

TRAVEL, TOURISM & BOOKING PLATFORMS

55 Avg Reputation

Based on 641 businesses audited.

HIGHER REPUTATION THAN AVERAGE

Share Discovery Village has 13 points more reputation than the average for Travel, Tourism & Booking Platforms.

EXPERT VERDICT

Share Discovery Village is a high-substance, low-BS operation that suffers from dated SEO tactics and a lack of modern technical authority signals. While the marketing prose is occasionally thick with cliches, it is backed by an impressive level of logistical detail and transparent pricing that is rare in the travel sector. The 'bullshit' here is purely technical (SEO keyword lists) rather than a gap in actual service delivery.

[See how to improve >](#)

INFO DENSITY

Power-words vs. Substance ratio.

24

80% Reputation

The information density is high, with a low fluff-to-substance ratio. While headings like [H1] 'Unforgettable Adventures' are generic, the body text is packed with specific data points including a 60-acre estate size, 50-tent capacity for camping, and specific vessel berth sizes (6, 10, or 12 berth chalets). Pricing is granular, citing exact nightly rates such as £20 for camping, £34 for caravans, and £99 for glamping, rather than vague 'starting from' ranges without context.

SEMANTIC COHERENCE

Homepage promise vs. Sub-page reality.

17

85% Reputation

There is minimal semantic drift between the homepage signal and sub-page substance. The homepage claims to be a 'fully accessible residential activity centre' and the sub-pages deliver on this by detailing specific accessible facilities (swimming pool with sauna, purpose-built facilities for guests with disabilities). The only minor drift is the usage of [H2] tags for a massive list of Northern Ireland towns (Banbridge, Antrim, etc.) which serves as pure SEO keyword stuffing rather than structural content, slightly degrading the site's semantic integrity.

TRUST & PROOF

Verifiable evidence vs. Trust Theatre.

13

65% Reputation

DIAGNOSIS: TRUST THEATRE

The site displays a consistent review count of 65-67 across various pages, yet the proof_links_count is low (1 or 2 per page), suggesting reviews are hosted internally without direct links to third-party verification platforms like TripAdvisor or Trustpilot. It claims a 'Northern Ireland Tourist Board 3 Star' rating, which is a strong specific proof point, but it lacks a digital badge or link to the NITB registry to verify this status. Testimonials from schools like 'Oakwood Integrated Primary School' add substance but are presented as plain text without external validation paths.

EVIDENCE: PROOF DENSITY

The ratio of verifiable evidence is high due to the presence of specific pricing tiers, technical specifications of the glamping pods (24 inch TV, hairdryer, microwave included), and exact geographic distances to nearby attractions like 'Crom Castle (8.5 mi)'. There are over 15 specific activity types listed with individual dedicated sections, proving the '30+ activities' claim is not an empty assertion.

COMMODITY FINGERPRINT

Detection of industry cliches/templates.

9

60% Reputation

The site uses several industry cliches such as 'unforgettable experiences,' 'create memories that will last forever,' and 'something for everyone.' However, its focus on being the 'largest residential activity centre in Northern Ireland' and its emphasis on disability accessibility provides a unique positioning that prevents it from being a generic copy-paste travel site. The repetitive 'Looking for something to do?' template block across all sub-pages is a standard commodity fingerprint.

IDENTITY & AUTHORITY

Expert verifiability & Schema depth.

5

33% Reputation

DIAGNOSIS: AUTHORITY GAPS

The largest gap is in technical authority and identity schema; the JSON-LD provided is limited to standard WebPage and WebSite types, failing to utilize Organization or LocalBusiness schema to link to social profiles (sameAs) or official registrations. While it mentions 'Celta qualified' teachers for its English language programs, it does not name any individual experts, founders, or senior instructors, leaving the authority as a faceless corporate entity.

EVIDENCE: PERFORMANCE VS. CLAIMS

There is a slight disconnect between the high-energy marketing tone ('Endless array of possibilities') and the very rigid, restrictive terms and conditions found on the accommodation pages. The 'Camping Cancellation/Refund Policy' specifically states 'We do not offer refunds for any cancellations,' which contrasts with the welcoming 'Family Friendly' signal promoted in the hero sections.

[See how to improve >](#)

INDUSTRY MATCH & SCORE SUMMARY

Travel, Tourism & Booking Platforms Reputation: Share Discovery Village
(www.sharevillage.org)

Reputation: 68 / 100

INDUSTRY CLASSIFICATION

The site is an exact match for the Travel and Tourism category, specifically operating as a large-scale residential activity and outdoor adventure center in Northern Ireland. The content confirms this through detailed listings of 30+ activities (Archery, Bush Craft, Kayaking) and various accommodation types like camping, caravanning, and glamping.

"The score is driven primarily by a high substance-to-fluff ratio (Information Density) and excellent alignment between promises and details (Semantic Coherence). Points were lost (increasing the BS score) mainly in the Identity and Authority pillar due to poor schema implementation and the use of 'trust theatre' style reviews that lack external verification links."

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.sharevillage.org> 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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