

# AI Reputation Analysis and Signal Evaluation - Access Counselling Dublin

## BRAND AI REPUTATION

Wellness, Therapy & Mental Health  
Reputation: Access Counselling Dublin  
([www.accesscounselling.ie](http://www.accesscounselling.ie))

<https://www.accesscounselling.ie>

Industry: Wellness, Therapy & Mental Health



REPUTATION LEVEL

## WELLNESS, THERAPY & MENTAL HEALTH

**53.5 Avg Reputation**

Based on 258 businesses audited.

### HIGHER REPUTATION THAN AVERAGE

Access Counselling Dublin has 15.5 points more reputation than the average for Wellness, Therapy & Mental Health.

### EXPERT VERDICT

Access Counselling Dublin is a low-BS local practice that prioritizes operational transparency over marketing fluff. It anchors its value proposition in 'access' (speed and price) rather than clinical elitism. The only significant bullshit factor is the omission of professional accreditation numbers, which is a required transparency standard for therapeutic practitioners.

[See how to improve >](#)

### INFO DENSITY

Power-words vs. Substance ratio.

21

70% Reputation

The site maintains a high substance ratio for a local service provider, citing specific pricing (between ?50 and ?100), a physical address (353 Crumlin Road), and an impressive 'appointment within 4 hours' claim. Fluff is concentrated in H2 headings such as 'Rediscover Balance & Peace' and intro text that uses generic emotional prompts. However, the body text quickly pivots to logistical specifics, such as the duration of sessions (50 minutes) and the expectation of 6-8 sessions to see results.

## SEMANTIC COHERENCE

Homepage promise vs. Sub-page reality.

20

100% Reputation

There is virtually zero semantic drift between the homepage signal and sub-page delivery. The homepage promises 'Professional & Low Cost' counselling and the booking page delivers on this with a transparent sliding scale for low-income clients. The specific condition pages (Anxiety, Depression) maintain the same tone and offer practical explanations of the stress response, confirming the service promise made in the hero section.

## TRUST & PROOF

Verifiable evidence vs. Trust Theatre.

13

65% Reputation

### DIAGNOSIS: TRUST THEATRE

While the review\_count is 105 and proof\_links\_count is 8, the site lacks a trust\_theatre\_flag, suggesting reviews are linked to verifiable sources. The main trust weakness is the lack of visible accreditation badges from bodies like the IACP or BACP, which are standard 'proof' in the Irish therapy market. The 105 reviews are mentioned in the schema and metadata but are not explicitly aggregated via a visible third-party widget in the text snippets.

### EVIDENCE: PROOF DENSITY

The ratio of verifiable logistical evidence to vague marketing assertions is favorable. For every emotional hook (e.g., 'find your way'), the site provides a specific proof point: cash/cheque payment methods, specific opening hours (9am-9pm), and a detailed physical orientation relative to a local hospital. The primary missing proof density element is the lack of specific academic or clinical credentials beyond the 'Counselling DIP' mention.

## COMMODITY FINGERPRINT

Detection of industry cliches/templates.

7

47% Reputation

The site uses several industry clichés such as 'safe and non-judgmental space' and 'transform your life,' which are identified in the patterns\_json. The blog titles like 'How Do You Know You've Found the Best Couples Counselling' are standard SEO-templated formats. Despite this, the inclusion of specific names like Beth Fitzpatrick, Tom, and Andy, and the 5-minute walk description from Our Ladies Children's Hospital, prevents the site from feeling like a generic 'counselling-in-a-box' template.

## IDENTITY & AUTHORITY

Expert verifiability & Schema depth.

8

53% Reputation

### DIAGNOSIS: AUTHORITY GAPS

A significant authority gap exists due to the absence of professional registration numbers for the named experts. Beth Fitzpatrick is identified as 'Counselling DIP' and 'Director of Access,' but without a verified registration with a national regulatory body (like IACP or PSI) linked in the schema or text, the expert claim remains unverifiable. The structured data identifies the Organization but fails to provide sameAs links to professional profiles or social proof for the practitioners.

### EVIDENCE: PERFORMANCE VS. CLAIMS

The site claims to offer 'Professional & Low Cost' services, which is demonstrated through a clear fee structure rather than marketing hyperbole. The claim of 'Emergencies can be seen within 24 hours' is a bold performance assertion that is supported by specific contact instructions and multiple phone lines. Most claims are anchored to operational capacity rather than guaranteed psychological 'breakthroughs,' keeping the disconnect low.

[See how to improve >](#)

## INDUSTRY MATCH & SCORE SUMMARY

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**Wellness, Therapy & Mental Health Reputation: Access Counselling Dublin  
([www.accesscounselling.ie](https://www.accesscounselling.ie))**

**Reputation: 69 / 100**

### INDUSTRY CLASSIFICATION

The content strongly aligns with the Wellness, Therapy & Mental Health category. It categorizes services into clinically recognized segments such as Anxiety, Depression, and Bereavement, and mentions specific therapeutic interventions like Art Therapy and relationship counselling.

*"The score of 69 is driven primarily by Identity and Authority gaps and Commodity Fingerprint matches. The absence of professional registration numbers accounted for most of the penalty, as the site otherwise provides excellent logistical substance. Information density is high for this industry, and semantic coherence is perfect, keeping the score in the 'Low BS' range."*

### 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.accesscounselling.ie> to view the most current version of its content and see directly what this company is about and what it offers.

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Verified Analysis Date: May 20, 2026

**(c) 1EuroSEO Independent Evaluator - Non-Sponsored Result**