

AI Reputation Analysis and Signal Evaluation - Zero Gravity Float

BRAND AI REPUTATION

Wellness, Therapy & Mental Health
Reputation: Zero Gravity Float
(zerogravityfloat.ie)

<https://zerogravityfloat.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

Zero Gravity Float has 27.5 points more reputation than the average for Wellness, Therapy & Mental Health.

EXPERT VERDICT

This site is an outlier in the wellness industry, providing high substance and low bullshit. It replaces the usual 'magic' claims with technical specifications, transparent pricing, and verifiable local social proof. It is a benchmark for how to market holistic services without resorting to generic hot air.

[See how to improve >](#)

INFO DENSITY

Power-words vs. Substance ratio.

24

80% Reputation

Information density is surprisingly high for the wellness sector. While the hero section uses power words like blissful journey and serenity, the body text provides hard technical specifications such as the Epsom salt weight (500 kilograms), water temperature (34.5 degrees Celsius), and specific filtration protocols (UV filtration and 1-10 micron bag filter). This presence of technical nouns and numbers significantly reduces the fluff-to-substance ratio.

SEMANTIC COHERENCE

Homepage promise vs. Sub-page reality.

19

95% Reputation

There is virtually zero semantic drift between the homepage promises and the sub-page delivery. The H1 Floatation & Massage Therapy on the homepage is directly supported by the Float Therapy Benefits page and the Massage Jobs page, which details specific modalities like Swedish and Reflexology. The Frequently Asked Questions page further reinforces the core value proposition with granular operational details.

TRUST & PROOF

Verifiable evidence vs. Trust Theatre.

17

85% Reputation

DIAGNOSIS: TRUST THEATRE

The site avoids trust theatre by providing high-quality reviews with specific names and recent dates, such as Helen Tobin on 19/04/26 and Brian O'Glanby on 08/04/26. The review_count of 176 on the homepage is backed by 15 proof_links_count, indicating verifiable external sources. While it lacks a trust_theatre_flag, the presence of specific customer names and recent timestamps provides sufficient grounding.

EVIDENCE: PROOF DENSITY

The proof density is high, with a strong ratio of technical assertions to marketing fluff. For every vague claim of serenity, the site offers a specific proof point, such as the skin-receptor neutral water temperature or the 60-minute ventilation protocol between floats. This level of transparency in methodology is rare in wellness marketing.

COMMODITY FINGERPRINT

Detection of industry cliches/templates.

9

60% Reputation

The site uses several industry cliches like find your inner peace and holistic practice, but it avoids the maximum penalty by anchoring these claims to unique local identifiers. The template fingerprints for FAQs and Testimonials are populated with non-generic, specific information about the Cork location and unique pricing structures like the 54 Euro month-to-month membership.

IDENTITY & AUTHORITY

Expert verifiability & Schema depth.

12

80% Reputation

DIAGNOSIS: AUTHORITY GAPS

Authority is mostly established through a small family business narrative rather than clinical accreditation, which creates a minor gap. While individual therapists like Elsa and Tara are mentioned in reviews, they lack dedicated Person schema or sameAs digital footprint links. The founder is mentioned, but the lack of a verifiable professional registration number (e.g., ITEC verification link) prevents a perfect score in this pillar.

EVIDENCE: PERFORMANCE VS. CLAIMS

The disconnect is minimal because the performance claims are mostly subjective (relaxation, rejuvenation) and supported by specific service descriptions. The claim regarding relief from chronic pain and high anxiety sensitivity is moderated by a detailed FAQ that explains the physical mechanics of the gravity-reduced environment and salt-induced buoyancy.

[See how to improve >](#)

INDUSTRY MATCH & SCORE SUMMARY

**Wellness, Therapy & Mental Health Reputation: Zero Gravity Float
(zerogravityfloat.ie)**

Reputation: 81 / 100

INDUSTRY CLASSIFICATION

The site perfectly matches the Wellness, Therapy & Mental Health category. It provides floatation therapy and massage services, utilizing category-specific language like holistic practice, sensory deprivation, and ITEC qualifications.

"The score of 81 is driven by excellent Information Density and minimal Semantic Drift. The small point additions come from the Commodity Fingerprint (use of generic wellness phrases) and Authority Gaps (lack of specific Person schema and professional registration numbers). Overall, the site represents 'Minimal BS' through its commitment to technical and operational transparency."

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://zerogravityfloat.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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