

# Directory SEO

## COMPREHENSIVE AUDIT REPORT

**Website:** <https://ralsearch.com>  
**Directory:** RAL Search  
**Generated:** February 06, 2026 at 19:58

**TOTAL SCORE**  
Directory SEO: 71/200 | AI Visibility: 15/100  
**86/300**

Section	Score	Max	Status
Structure & Architecture	12	50	Critical
On-Page SEO	26	50	Needs Work
Content Quality	4	40	Critical
Technical SEO	13	30	Needs Work
Authority & Trust	16	30	Needs Work
AI Visibility	15	100	Critical
<b>TOTAL</b>	<b>86</b>	<b>300</b>	<b>F</b>

*Your directory requires urgent attention. Implementing the recommendations in this report could dramatically improve your search visibility and user experience.*

# EXECUTIVE SUMMARY

Metric	Value
Listing Pages Analyzed	0
Category Pages Analyzed	2
Location Pages Found	0
Sitemap URLs	0
Schema Objects Found	0

# PRIORITY FIXES

Categories scoring below 50% that need immediate attention:

- [!] Listing Completeness (0/10): Ensure listing pages are properly structured with /listing/ or similar URL pattern
- [!] Category Taxonomy (3/10): Implement hierarchical categories (e.g., /restaurants/italian/pizza/)
- [!] Location Structure (0/10): Create city/state landing pages (e.g., /restaurants/new-york/)
- [!] Internal Linking (2/10): Add 'Related Listings' or 'Similar Businesses' sections
- [!] Schema Markup (0/10): Implement JSON-LD schema markup - critical for SEO
- [!] Pagination & Canonicals (4/10): Add canonical tags to all pages
- [!] Listing Descriptions (0/10): Needs improvement
- [!] User-Generated Content (0/10): Add a review/rating system for listings

# QUICK WINS

High-impact improvements you can make quickly:

- \* URL Structure: Use hierarchical URLs: /category/subcategory/listing-name/
- \* Meta Descriptions: Write unique meta descriptions for each page
- \* Mobile Usability: Ensure buttons are at least 44x44px for touch targets
- \* E-E-A-T Signals: Add 'How We Rate' or 'Our Methodology' page

# STRUCTURE & ARCHITECTURE (12/50)

How well your directory is organized - listings, categories, locations, and internal linking.

## [0/10] Listing Completeness

[X] No listing pages detected

### Recommendations:

- > Ensure listing pages are properly structured with /listing/ or similar URL pattern

## [3/10] Category Taxonomy

[OK] 2 category pages detected

[!] Flat category structure

### Recommendations:

- > Implement hierarchical categories (e.g., /restaurants/italian/pizza/)
- > Add BreadcrumbList schema markup
- > Add visible breadcrumb navigation

## [0/10] Location Structure

[X] No location-specific pages detected

### Recommendations:

- > Create city/state landing pages (e.g., /restaurants/new-york/)
- > Use location-based URL structure (/category/city/)
- > Include geo coordinates in LocalBusiness schema

## [2/10] Internal Linking

[!] Moderate internal linking (45 internal links)

[!] No related listings sections detected

### Recommendations:

- > Add 'Related Listings' or 'Similar Businesses' sections
- > Add category hub sections linking to main categories

## [7/10] URL Structure

[OK] Clean URLs (100% without query parameters)

[OK] URLs use readable slugs (no numeric IDs)

[OK] URLs are lowercase with hyphens

### Recommendations:

- > Use hierarchical URLs: /category/subcategory/listing-name/

# ON-PAGE SEO (26/50)

Title tags, meta descriptions, headings, schema markup, and canonicals.

## [5/10] Title Tag Optimization

- [X] 1 duplicate title(s) found
- [!] 2 titles are too long (>60 chars)
- [OK] Titles include relevant keywords
- [OK] Consistent branding in titles

### **Recommendations:**

- > Ensure every page has a unique title tag
- > Shorten title tags to 50-60 characters

## [7/10] Meta Descriptions

- [OK] All 2 pages have meta descriptions
- [!] 1 duplicate meta descriptions
- [OK] Meta descriptions include calls-to-action

### **Recommendations:**

- > Write unique meta descriptions for each page

## [10/10] Heading Structure

- [OK] All pages have exactly one H1
- [OK] Good use of H2 tags for content sections
- [OK] H3 tags used for subsections
- [OK] H1 tags have appropriate length

## [0/10] Schema Markup

- [X] No JSON-LD structured data found

### **Recommendations:**

- > Implement JSON-LD schema markup - critical for SEO
- > Add LocalBusiness schema for listing pages
- > Add ItemList schema for category pages

## [4/10] Pagination & Canonicals

- [X] No canonical tag found
- [i] No pagination detected (may be single-page categories)

### **Recommendations:**

- > Add canonical tags to all pages

# CONTENT QUALITY (4/40)

Listing descriptions, user-generated content, editorial content, and freshness.

## [0/10] Listing Descriptions

[X] No listing pages to analyze

## [0/10] User-Generated Content

[X] No review system detected

### **Recommendations:**

- > Add a review/rating system for listings
- > Display star ratings on listings
- > Consider adding Q&A; or comments section

## [4/10] Editorial Content

[!] Limited editorial content (1 section)

Found: best\_of

[OK] 'Best of' or comparison content present

### **Recommendations:**

- > Start a blog with weekly industry content
- > Create how-to guides for your audience

## [0/10] Content Freshness

[!] No recent dates visible

[X] No date metadata in schema

### **Recommendations:**

- > Display last updated dates on listings and categories
- > Add dateModified and datePublished to schema
- > Add 'Recently Added' or 'New Listings' section

# TECHNICAL SEO (13/30)

Page speed, mobile usability, and crawlability.

## [5/10] Page Speed

- [!] 13 render-blocking scripts in head
- [!] Limited lazy loading (0/7 images)
- [OK] Lightweight HTML (56KB)
- [OK] Resource hints present (preload/preconnect)
- [i] Full Core Web Vitals require PageSpeed Insights API

### Recommendations:

- > Add async/defer to JavaScript files
- > Implement lazy loading for below-fold images
- > Convert images to WebP format

## [8/10] Mobile Usability

- [OK] Mobile viewport configured correctly
- [OK] Strong responsive design indicators
- [OK] Click-to-call phone links
- [OK] Sticky/fixed navigation for mobile

### Recommendations:

- > Ensure buttons are at least 44x44px for touch targets

## [0/10] Crawlability

- [!] No robots.txt found
- [X] No sitemap found

### Recommendations:

- > Create robots.txt with sitemap reference
- > Create XML sitemap with all listing and category pages
- > Consider implementing IndexNow for faster indexing

# AUTHORITY & TRUST (16/30)

Backlink profile, social proof, and E-E-A-T signals.

## [6/10] Backlink Profile

- [i] DataForSEO not configured - using on-site indicators
- [OK] Press/media mentions present

### Recommendations:

- > Use Ahrefs, Moz, or DataForSEO for detailed backlink analysis

- > Build links through digital PR and industry outreach

### [1/10] Social Proof

- [X] Limited social media links
- [!] Some trust signals

**Recommendations:**

- > Add links to active social media profiles
- > Display review counts prominently (e.g., '500+ reviews')
- > Add a testimonials section with real customer feedback

### [9/10] E-E-A-T Signals

- [OK] About page linked
- [OK] Contact information readily available
- [OK] Privacy Policy and Terms present
- [OK] Team/author information present
- [OK] HTTPS enabled

**Recommendations:**

- > Add 'How We Rate' or 'Our Methodology' page

## AI VISIBILITY (15/100)

How well the site is optimized for AI crawlers, LLMs, and AI-powered search engines.

### [4/10] AI Crawler Access

- [X] No llms.txt file

**Recommendations:**

- > Create llms.txt file to help AI systems understand your business

### [0/10] Structured Data Quality

- [X] No structured data (JSON-LD) found

**Recommendations:**

- > Add JSON-LD structured data - this is critical for AI visibility

### [6/10] Content Structure

- [OK] Single H1: "Find the Perfect Senior Living Home..."
- [OK] 9 H2 tags structuring content
- [!] Moderate content (556 words)
- [i] Reading level: College (difficult)
- [OK] 3 lists (great for AI parsing)

## [1/10] E-E-A-T Signals

[X] No expertise credentials found

[!] Some trust signals: phone number

### **Recommendations:**

- > Add specific experience metrics (years, case count)
- > Highlight attorney credentials, awards, and certifications
- > Add media mentions, awards, and professional memberships

## [0/10] Brand Presence

[X] Limited social media presence

[i] Full brand mention analysis requires external API

### **Recommendations:**

- > Add links to active social media profiles
- > Mention and link to review profiles (Google, Avvo, etc.)
- > Add video content to increase engagement and AI visibility

## [0/10] Content Freshness

[X] No datePublished in schema

[!] No recent dates visible in content

[X] No blog section found

### **Recommendations:**

- > Add datePublished and dateModified to schema markup
- > Display publication/update dates on content
- > Start a blog with weekly content updates

## [0/10] Question-Based Content

[X] No FAQPage schema

[X] Only 3 questions in content

### **Recommendations:**

- > Add an FAQ section answering common client questions
- > Add FAQPage schema for rich snippets in search
- > Add more question-format headings that mirror user queries

## [1/10] Citations & Sources

[X] No authoritative (.gov, .edu) sources cited

[!] Moderate internal linking (6 links)

### **Recommendations:**

- > Cite government and educational sources for credibility
- > Add statistics with source attribution



## **[3/10] Technical Performance**

[OK] HTTPS enabled

[OK] Mobile viewport configured

[OK] Lightweight HTML (56KB)

### **Recommendations:**

> Add security headers (HSTS, CSP, X-Frame-Options)

> Implement lazy loading for images

## **[0/10] AI Platform Presence**

[i] To verify AI visibility:

→ Ask ChatGPT: 'What law firms handle [your practice] in [your city]?'

→ Ask Perplexity the same question

→ Check if you appear in AI Overview results

### **Recommendations:**

> Create YouTube content and embed on site

> Test AI visibility by querying ChatGPT/Claude about your practice area

> Enable YouTube transcripts for AI training

# 30-DAY DIRECTORY IMPROVEMENT PLAN

## Week 1: Foundation & Structure

- ☐ Audit and fix URL structure for consistency
- ☐ Implement or fix BreadcrumbList schema
- ☐ Ensure all listings have canonical tags
- ☐ Block filter/sort URLs in robots.txt
- ☐ Submit updated sitemap with all listing pages

## Week 2: Schema & On-Page

- ☐ Implement LocalBusiness schema on all listing pages
- ☐ Add ItemList schema to category pages
- ☐ Ensure unique title tags (50-60 chars) per page
- ☐ Write unique meta descriptions (150-160 chars)
- ☐ Fix heading hierarchy (single H1, structured H2/H3)

## Week 3: Content Quality

- ☐ Expand thin listing descriptions to 300+ words
- ☐ Add/improve review and rating system
- ☐ Create 'Related Listings' sections
- ☐ Start blog with 'Best [Category] in [Location]' posts
- ☐ Add visible dates (last updated) to listings

## Week 4: Authority & Growth

- ☐ Add About, Contact, Privacy, and Terms pages
- ☐ Implement social sharing and links
- ☐ Create 'How We Rate' methodology page
- ☐ Begin outreach for backlinks and partnerships
- ☐ Set up Google Search Console monitoring

## DIRECTORY-SPECIFIC RECOMMENDATIONS

- **Listing Page Template:** Ensure every listing has: name, description (300+ words), address, phone, hours, images, categories, reviews, and external website link.
- **Category Hub Strategy:** Create pillar category pages with unique intro content, filtering options, and internal links to subcategories and top listings.
- **Location Pages:** If geo-relevant, create city/state landing pages targeting '[category] in [city]' searches.

- **User-Generated Content:** Encourage and display reviews - this creates unique content and builds trust with users and search engines.
- **Schema for Rich Results:** LocalBusiness, AggregateRating, ItemList, and FAQPage schemas can earn rich snippets in search results.
- **Programmatic SEO:** Use templates + unique data points to generate valuable pages at scale without thin content issues.

# COMPLETE CATEGORY BREAKDOWN

#	Category	Score	Max	%
1	Listing Completeness	0	10	0%
2	Category Taxonomy	3	10	30%
3	Location Structure	0	10	0%
4	Internal Linking	2	10	20%
5	URL Structure	7	10	70%
6	Title Tag Optimization	5	10	50%
7	Meta Descriptions	7	10	70%
8	Heading Structure	10	10	100%
9	Schema Markup	0	10	0%
10	Pagination & Canonicals	4	10	40%
11	Listing Descriptions	0	10	0%
12	User-Generated Content	0	10	0%
13	Editorial Content	4	10	40%
14	Content Freshness	0	10	0%
15	Page Speed	5	10	50%
16	Mobile Usability	8	10	80%
17	Crawlability	0	10	0%
18	Backlink Profile	6	10	60%
19	Social Proof	1	10	10%
20	E-E-A-T Signals	9	10	90%

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**Need help implementing these recommendations?**  
Schedule a free strategy call to discuss your directory SEO roadmap.

**Book a Call: [kuriosbrand.com/call](https://kuriosbrand.com/call)**

*Report generated by Kurios Directory SEO Audit Tool - 2026*