

# Directory SEO

## COMPREHENSIVE AUDIT REPORT

Website: https://special\_chars.example.com

Directory: Test & Company - Best 'Directory' (2024)

Generated: February 06, 2026 at 20:33

**TOTAL SCORE**  
Directory SEO: 67/200 | AI Visibility: 33/100  
**100/300**

| Section                  | Score      | Max        | Status   |
|--------------------------|------------|------------|----------|
| Structure & Architecture | 17         | 50         | Critical |
| On-Page SEO              | 17         | 50         | Critical |
| Content Quality          | 13         | 40         | Critical |
| Technical SEO            | 10         | 30         | Critical |
| Authority & Trust        | 10         | 30         | Critical |
| AI Visibility            | 33         | 100        | Critical |
| <b>TOTAL</b>             | <b>100</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  | 150   |
| Category Pages Analyzed | 25    |
| Location Pages Found    | 10    |
| Sitemap URLs            | 500   |
| Schema Objects Found    | 12    |

## PRIORITY FIXES

Categories scoring below 50% that need immediate attention:

- Priority Fix #1: Critical issue requiring immediate attention.
- Priority Fix #2: Critical issue requiring immediate attention.
- Priority Fix #3: Critical issue requiring immediate attention.
- Priority Fix #4: Critical issue requiring immediate attention.
- Priority Fix #5: Critical issue requiring immediate attention.

## QUICK WINS

High-impact improvements you can make quickly:

- \* Quick Win #1: Implement this quick improvement for immediate results.
- \* Quick Win #2: Implement this quick improvement for immediate results.
- \* Quick Win #3: Implement this quick improvement for immediate results.
- \* Quick Win #4: Implement this quick improvement for immediate results.
- \* Quick Win #5: Implement this quick improvement for immediate results.

# STRUCTURE & ARCHITECTURE (17/50)

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

## [3/10] Structure Category 1

Finding #1 for Structure: Testing special chars: & 'quotes' "double" -- em-dash

Finding #2 for Structure: Testing special chars: & 'quotes' "double" -- em-dash

Finding #3 for Structure: Testing special chars: & 'quotes' "double" -- em-dash

Finding #4 for Structure: Testing special chars: & 'quotes' "double" -- em-dash

Finding #5 for Structure: Testing special chars: & 'quotes' "double" -- em-dash

### **Recommendations:**

- > Recommendation #1: Standard recommendation text here.
- > Recommendation #2: Standard recommendation text here.
- > Recommendation #3: Standard recommendation text here.

## [3/10] Structure Category 2

Finding #1 for Structure: Testing special chars: & 'quotes' "double" -- em-dash

Finding #2 for Structure: Testing special chars: & 'quotes' "double" -- em-dash

Finding #3 for Structure: Testing special chars: & 'quotes' "double" -- em-dash

Finding #4 for Structure: Testing special chars: & 'quotes' "double" -- em-dash

Finding #5 for Structure: Testing special chars: & 'quotes' "double" -- em-dash

### **Recommendations:**

- > Recommendation #1: Standard recommendation text here.
- > Recommendation #2: Standard recommendation text here.
- > Recommendation #3: Standard recommendation text here.

## [3/10] Structure Category 3

Finding #1 for Structure: Testing special chars: & 'quotes' "double" -- em-dash

Finding #2 for Structure: Testing special chars: & 'quotes' "double" -- em-dash

Finding #3 for Structure: Testing special chars: & 'quotes' "double" -- em-dash

Finding #4 for Structure: Testing special chars: & 'quotes' "double" -- em-dash

Finding #5 for Structure: Testing special chars: & 'quotes' "double" -- em-dash

### **Recommendations:**

- > Recommendation #1: Standard recommendation text here.
- > Recommendation #2: Standard recommendation text here.
- > Recommendation #3: Standard recommendation text here.

## [3/10] Structure Category 4

Finding #1 for Structure: Testing special chars: & 'quotes' "double" -- em-dash

Finding #2 for Structure: Testing special chars: & 'quotes' "double" -- em-dash

Finding #3 for Structure: Testing special chars: & 'quotes' "double" -- em-dash

Finding #4 for Structure: Testing special chars: & 'quotes' "double" -- em-dash

Finding #5 for Structure: Testing special chars: & 'quotes' "double" -- em-dash

**Recommendations:**

- > Recommendation #1: Standard recommendation text here.
- > Recommendation #2: Standard recommendation text here.
- > Recommendation #3: Standard recommendation text here.

## [3/10] Structure Category 5

Finding #1 for Structure: Testing special chars: & 'quotes' "double" -- em-dash

Finding #2 for Structure: Testing special chars: & 'quotes' "double" -- em-dash

Finding #3 for Structure: Testing special chars: & 'quotes' "double" -- em-dash

Finding #4 for Structure: Testing special chars: & 'quotes' "double" -- em-dash

Finding #5 for Structure: Testing special chars: & 'quotes' "double" -- em-dash

**Recommendations:**

- > Recommendation #1: Standard recommendation text here.
- > Recommendation #2: Standard recommendation text here.
- > Recommendation #3: Standard recommendation text here.

# ON-PAGE SEO (17/50)

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

## [3/10] On-Page Category 1

Finding #1 for On-Page: Testing special chars: & 'quotes' "double" -- em-dash

Finding #2 for On-Page: Testing special chars: & 'quotes' "double" -- em-dash

Finding #3 for On-Page: Testing special chars: & 'quotes' "double" -- em-dash

Finding #4 for On-Page: Testing special chars: & 'quotes' "double" -- em-dash

Finding #5 for On-Page: Testing special chars: & 'quotes' "double" -- em-dash

### **Recommendations:**

- > Recommendation #1: Standard recommendation text here.
- > Recommendation #2: Standard recommendation text here.
- > Recommendation #3: Standard recommendation text here.

## [3/10] On-Page Category 2

Finding #1 for On-Page: Testing special chars: & 'quotes' "double" -- em-dash

Finding #2 for On-Page: Testing special chars: & 'quotes' "double" -- em-dash

Finding #3 for On-Page: Testing special chars: & 'quotes' "double" -- em-dash

Finding #4 for On-Page: Testing special chars: & 'quotes' "double" -- em-dash

Finding #5 for On-Page: Testing special chars: & 'quotes' "double" -- em-dash

### **Recommendations:**

- > Recommendation #1: Standard recommendation text here.
- > Recommendation #2: Standard recommendation text here.
- > Recommendation #3: Standard recommendation text here.

## [3/10] On-Page Category 3

Finding #1 for On-Page: Testing special chars: & 'quotes' "double" -- em-dash

Finding #2 for On-Page: Testing special chars: & 'quotes' "double" -- em-dash

Finding #3 for On-Page: Testing special chars: & 'quotes' "double" -- em-dash

Finding #4 for On-Page: Testing special chars: & 'quotes' "double" -- em-dash

Finding #5 for On-Page: Testing special chars: & 'quotes' "double" -- em-dash

### **Recommendations:**

- > Recommendation #1: Standard recommendation text here.
- > Recommendation #2: Standard recommendation text here.
- > Recommendation #3: Standard recommendation text here.

## [3/10] On-Page Category 4

Finding #1 for On-Page: Testing special chars: & 'quotes' "double" -- em-dash

Finding #2 for On-Page: Testing special chars: & 'quotes' "double" -- em-dash

Finding #3 for On-Page: Testing special chars: & 'quotes' "double" -- em-dash

Finding #4 for On-Page: Testing special chars: & 'quotes' "double" -- em-dash

Finding #5 for On-Page: Testing special chars: & 'quotes' "double" -- em-dash

**Recommendations:**

- > Recommendation #1: Standard recommendation text here.
- > Recommendation #2: Standard recommendation text here.
- > Recommendation #3: Standard recommendation text here.

**[3/10] On-Page Category 5**

Finding #1 for On-Page: Testing special chars: & 'quotes' "double" -- em-dash

Finding #2 for On-Page: Testing special chars: & 'quotes' "double" -- em-dash

Finding #3 for On-Page: Testing special chars: & 'quotes' "double" -- em-dash

Finding #4 for On-Page: Testing special chars: & 'quotes' "double" -- em-dash

Finding #5 for On-Page: Testing special chars: & 'quotes' "double" -- em-dash

**Recommendations:**

- > Recommendation #1: Standard recommendation text here.
- > Recommendation #2: Standard recommendation text here.
- > Recommendation #3: Standard recommendation text here.

# CONTENT QUALITY (13/40)

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

## [3/10] Content Category 1

Finding #1 for Content: Testing special chars: & 'quotes' "double" -- em-dash

Finding #2 for Content: Testing special chars: & 'quotes' "double" -- em-dash

Finding #3 for Content: Testing special chars: & 'quotes' "double" -- em-dash

Finding #4 for Content: Testing special chars: & 'quotes' "double" -- em-dash

Finding #5 for Content: Testing special chars: & 'quotes' "double" -- em-dash

### **Recommendations:**

- > Recommendation #1: Standard recommendation text here.
- > Recommendation #2: Standard recommendation text here.
- > Recommendation #3: Standard recommendation text here.

## [3/10] Content Category 2

Finding #1 for Content: Testing special chars: & 'quotes' "double" -- em-dash

Finding #2 for Content: Testing special chars: & 'quotes' "double" -- em-dash

Finding #3 for Content: Testing special chars: & 'quotes' "double" -- em-dash

Finding #4 for Content: Testing special chars: & 'quotes' "double" -- em-dash

Finding #5 for Content: Testing special chars: & 'quotes' "double" -- em-dash

### **Recommendations:**

- > Recommendation #1: Standard recommendation text here.
- > Recommendation #2: Standard recommendation text here.
- > Recommendation #3: Standard recommendation text here.

## [3/10] Content Category 3

Finding #1 for Content: Testing special chars: & 'quotes' "double" -- em-dash

Finding #2 for Content: Testing special chars: & 'quotes' "double" -- em-dash

Finding #3 for Content: Testing special chars: & 'quotes' "double" -- em-dash

Finding #4 for Content: Testing special chars: & 'quotes' "double" -- em-dash

Finding #5 for Content: Testing special chars: & 'quotes' "double" -- em-dash

### **Recommendations:**

- > Recommendation #1: Standard recommendation text here.
- > Recommendation #2: Standard recommendation text here.
- > Recommendation #3: Standard recommendation text here.

## [3/10] Content Category 4

Finding #1 for Content: Testing special chars: & 'quotes' "double" -- em-dash

Finding #2 for Content: Testing special chars: & 'quotes' "double" -- em-dash

Finding #3 for Content: Testing special chars: & 'quotes' "double" -- em-dash

Finding #4 for Content: Testing special chars: & 'quotes' "double" -- em-dash

Finding #5 for Content: Testing special chars: & 'quotes' "double" -- em-dash

**Recommendations:**

- > Recommendation #1: Standard recommendation text here.
- > Recommendation #2: Standard recommendation text here.
- > Recommendation #3: Standard recommendation text here.

# TECHNICAL SEO (10/30)

Page speed, mobile usability, and crawlability.

## [3/10] Technical Category 1

Finding #1 for Technical: Testing special chars: & 'quotes' "double" -- em-dash

Finding #2 for Technical: Testing special chars: & 'quotes' "double" -- em-dash

Finding #3 for Technical: Testing special chars: & 'quotes' "double" -- em-dash

Finding #4 for Technical: Testing special chars: & 'quotes' "double" -- em-dash

Finding #5 for Technical: Testing special chars: & 'quotes' "double" -- em-dash

### **Recommendations:**

- > Recommendation #1: Standard recommendation text here.
- > Recommendation #2: Standard recommendation text here.
- > Recommendation #3: Standard recommendation text here.

## [3/10] Technical Category 2

Finding #1 for Technical: Testing special chars: & 'quotes' "double" -- em-dash

Finding #2 for Technical: Testing special chars: & 'quotes' "double" -- em-dash

Finding #3 for Technical: Testing special chars: & 'quotes' "double" -- em-dash

Finding #4 for Technical: Testing special chars: & 'quotes' "double" -- em-dash

Finding #5 for Technical: Testing special chars: & 'quotes' "double" -- em-dash

### **Recommendations:**

- > Recommendation #1: Standard recommendation text here.
- > Recommendation #2: Standard recommendation text here.
- > Recommendation #3: Standard recommendation text here.

## [3/10] Technical Category 3

Finding #1 for Technical: Testing special chars: & 'quotes' "double" -- em-dash

Finding #2 for Technical: Testing special chars: & 'quotes' "double" -- em-dash

Finding #3 for Technical: Testing special chars: & 'quotes' "double" -- em-dash

Finding #4 for Technical: Testing special chars: & 'quotes' "double" -- em-dash

Finding #5 for Technical: Testing special chars: & 'quotes' "double" -- em-dash

### **Recommendations:**

- > Recommendation #1: Standard recommendation text here.
- > Recommendation #2: Standard recommendation text here.
- > Recommendation #3: Standard recommendation text here.

# AUTHORITY & TRUST (10/30)

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

## [3/10] Authority Category 1

Finding #1 for Authority: Testing special chars: & 'quotes' "double" -- em-dash  
Finding #2 for Authority: Testing special chars: & 'quotes' "double" -- em-dash  
Finding #3 for Authority: Testing special chars: & 'quotes' "double" -- em-dash  
Finding #4 for Authority: Testing special chars: & 'quotes' "double" -- em-dash  
Finding #5 for Authority: Testing special chars: & 'quotes' "double" -- em-dash

### **Recommendations:**

- > Recommendation #1: Standard recommendation text here.
- > Recommendation #2: Standard recommendation text here.
- > Recommendation #3: Standard recommendation text here.

## [3/10] Authority Category 2

Finding #1 for Authority: Testing special chars: & 'quotes' "double" -- em-dash  
Finding #2 for Authority: Testing special chars: & 'quotes' "double" -- em-dash  
Finding #3 for Authority: Testing special chars: & 'quotes' "double" -- em-dash  
Finding #4 for Authority: Testing special chars: & 'quotes' "double" -- em-dash  
Finding #5 for Authority: Testing special chars: & 'quotes' "double" -- em-dash

### **Recommendations:**

- > Recommendation #1: Standard recommendation text here.
- > Recommendation #2: Standard recommendation text here.
- > Recommendation #3: Standard recommendation text here.

## [3/10] Authority Category 3

Finding #1 for Authority: Testing special chars: & 'quotes' "double" -- em-dash  
Finding #2 for Authority: Testing special chars: & 'quotes' "double" -- em-dash  
Finding #3 for Authority: Testing special chars: & 'quotes' "double" -- em-dash  
Finding #4 for Authority: Testing special chars: & 'quotes' "double" -- em-dash  
Finding #5 for Authority: Testing special chars: & 'quotes' "double" -- em-dash

### **Recommendations:**

- > Recommendation #1: Standard recommendation text here.
- > Recommendation #2: Standard recommendation text here.
- > Recommendation #3: Standard recommendation text here.

# AI VISIBILITY (33/100)

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

## [3/10] AI Visibility Category 1

Finding #1 for AI Visibility: Testing special chars: & 'quotes' "double" -- em-dash  
Finding #2 for AI Visibility: Testing special chars: & 'quotes' "double" -- em-dash  
Finding #3 for AI Visibility: Testing special chars: & 'quotes' "double" -- em-dash





Finding #2 for AI Visibility: Testing special chars: & 'quotes' "double" -- em-dash

Finding #3 for AI Visibility: Testing special chars: & 'quotes' "double" -- em-dash

Finding #4 for AI Visibility: Testing special chars: & 'quotes' "double" -- em-dash

Finding #5 for AI Visibility: Testing special chars: & 'quotes' "double" -- em-dash

**Recommendations:**

> Recommendation #1: Standard recommendation text here.

> Recommendation #2: Standard recommendation text here.

> Recommendation #3: Standard recommendation text here.

## [3/10] AI Visibility Category 10

Finding #1 for AI Visibility: Testing special chars: & 'quotes' "double" -- em-dash

Finding #2 for AI Visibility: Testing special chars: & 'quotes' "double" -- em-dash

Finding #3 for AI Visibility: Testing special chars: & 'quotes' "double" -- em-dash

Finding #4 for AI Visibility: Testing special chars: & 'quotes' "double" -- em-dash

Finding #5 for AI Visibility: Testing special chars: & 'quotes' "double" -- em-dash

**Recommendations:**

> Recommendation #1: Standard recommendation text here.

> Recommendation #2: Standard recommendation text here.

> Recommendation #3: Standard recommendation text here.

# 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  | Structure Category 1 | 3     | 10  | 30% |
| 2  | Structure Category 2 | 3     | 10  | 30% |
| 3  | Structure Category 3 | 3     | 10  | 30% |
| 4  | Structure Category 4 | 3     | 10  | 30% |
| 5  | Structure Category 5 | 3     | 10  | 30% |
| 6  | On-Page Category 1   | 3     | 10  | 30% |
| 7  | On-Page Category 2   | 3     | 10  | 30% |
| 8  | On-Page Category 3   | 3     | 10  | 30% |
| 9  | On-Page Category 4   | 3     | 10  | 30% |
| 10 | On-Page Category 5   | 3     | 10  | 30% |
| 11 | Content Category 1   | 3     | 10  | 30% |
| 12 | Content Category 2   | 3     | 10  | 30% |
| 13 | Content Category 3   | 3     | 10  | 30% |
| 14 | Content Category 4   | 3     | 10  | 30% |
| 15 | Technical Category 1 | 3     | 10  | 30% |
| 16 | Technical Category 2 | 3     | 10  | 30% |
| 17 | Technical Category 3 | 3     | 10  | 30% |
| 18 | Authority Category 1 | 3     | 10  | 30% |
| 19 | Authority Category 2 | 3     | 10  | 30% |
| 20 | Authority Category 3 | 3     | 10  | 30% |

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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*