

# Directory SEO

## COMPREHENSIVE AUDIT REPORT

**Website:** https://test-directory.com  
**Directory:** Test Directory  
**Generated:** February 06, 2026 at 19:59

TOTAL SCORE  
Directory SEO: 138/200 | AI Visibility: 62/100  
200/300

Section	Score	Max	Status
Structure & Architecture	35	50	Good
On-Page SEO	40	50	Excellent
Content Quality	25	40	Good
Technical SEO	20	30	Good
Authority & Trust	18	30	Good
AI Visibility	62	100	Good
TOTAL	200	300	B

Your directory needs significant improvements across multiple areas. Start with the priority fixes and follow the 30-day action plan systematically.

# EXECUTIVE SUMMARY

Metric	Value
Listing Pages Analyzed	15
Category Pages Analyzed	8
Location Pages Found	3
Sitemap URLs	100
Schema Objects Found	5

# PRIORITY FIXES

Categories scoring below 50% that need immediate attention:

[!] Question Content (4/10): Add more FAQs

# QUICK WINS

High-impact improvements you can make quickly:

- \* Add llms.txt
- \* Expand FAQ section

# STRUCTURE & ARCHITECTURE (35/50)

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

## [7/10] Listing Completeness

Test finding

**Recommendations:**

> Test rec

## [8/10] Category Taxonomy

Good taxonomy

# ON-PAGE SEO (40/50)

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

## [8/10] Title Tags

Good titles

## CONTENT QUALITY (25/40)

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

### [6/10] Content Quality

Decent content

## TECHNICAL SEO (20/30)

Page speed, mobile usability, and crawlability.

### [7/10] Page Speed

Fast

## AUTHORITY & TRUST (18/30)

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

### [6/10] Backlinks

Some links

## AI VISIBILITY (62/100)

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

### [8/10] AI Crawler Access

[OK] AI bots allowed

**Recommendations:**

> [Create llms.txt](#)

### [7/10] Structured Data Quality

[OK] Schema found

### [6/10] Content Structure

Good H1/H2 structure

### [5/10] E-E-A-T Signals

Some signals

### [7/10] Brand Presence

Social links present

### **[6/10] Content Freshness**

Recent dates found

### **[4/10] Question-Based Content**

Limited FAQ

### **[5/10] Citations & Sources**

Some citations

### **[8/10] Technical Performance**

HTTPS, fast

### **[6/10] AI Platform Presence**

YouTube present

# 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	7	10	70%
2	Category Taxonomy	8	10	80%
3	Title Tags	8	10	80%
4	Content Quality	6	10	60%
5	Page Speed	7	10	70%
6	Backlinks	6	10	60%

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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*