

RALSearch.com

Comprehensive SEO & AI Visibility Audit

Prepared for Tom | RAL Search

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Prepared by KuriosBrand LLC

EXECUTIVE SUMMARY

Website: ralsearch.com

Industry: Senior Living Directory

Target Market: Arizona (initially) → National expansion

Current Grade: F (41/200)

Key Findings

Metric	Score	Status
AI Visibility	15/100	CRITICAL
Local SEO	26/100	CRITICAL
Domain Rating	0/100	No authority
Current Rankings	0	Not ranking
Backlink Quality	Toxic	Spam links need removal

Bottom Line

RALSearch is essentially a landing page with no SEO foundation. To compete in the senior living directory space—even at the state level—requires a complete rebuild of site architecture, content, and link profile.

Estimated Investment:

- Initial Build: \$15,000 - \$20,000
- Monthly Maintenance: \$2,000 - \$3,000

AI VISIBILITY ANALYSIS (15/100)

Factor	Score	Issue
AI Crawler Access	4/10	No robots.txt optimization
Structured Data	0/10	Zero schema markup
Content Structure	6/10	Basic headings only
E-E-A-T Signals	1/10	No author credentials
Brand Presence	0/10	No social media links
Content Freshness	0/10	No dates on content
FAQ Content	0/10	No FAQ section
Citations	1/10	No sources cited
Technical Performance	3/10	Slow load times
AI Platform Presence	0/10	No YouTube/external visibility

COMPETITOR ANALYSIS

RALSearch vs. Industry Leaders

Factor	Caring.com	A Place for Mom	RALSearch
Domain Rating	76	82	0
Facility Database	10,000+	14,000+	0
Reviews	Yes	387,000+	No
State Pages	50	50	0
City Pages	1,000+	1,000+	0
Cost Data	Yes	Yes	No
Schema Markup	Yes	Yes	No

BACKLINK AUDIT - CRITICAL ISSUE

Domain Rating: 0/100

Total Backlinks: 26 (only 15% dofollow)

Referring Domains: 13

■■ ALL current backlinks are from spam/PBN sources:

- seoagency.sale, backlinker.shop, rankpilot.shop
- seoprobox.xyz, rankvanceauthority.info
- Various link farms (.icu, .party, .xyz domains)

These links can trigger a Google penalty and must be disavowed.

INVESTMENT SUMMARY

Phase	Timeline	Investment
Phase 1: Foundation	Weeks 1-4	\$5,000
Phase 2: Arizona Build	Weeks 5-8	\$6,000
Phase 3: Content & Authority	Weeks 9-12	\$4,000
TOTAL INITIAL	3 months	\$15,000
Monthly Maintenance	Ongoing	\$2,500/mo

Projected 6-Month Outcomes

- Rank page 2-3 for 'assisted living Phoenix'
- 500+ indexed pages
- Domain Rating 10-15
- 1,000+ monthly organic visitors

Next Steps

1. Confirm budget alignment (\$15-20k initial)
2. Schedule 30-minute discovery call
3. Receive detailed proposal within 48 hours

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