

Directory SEO

COMPREHENSIVE AUDIT REPORT

Website: https://test.example.com

Directory: Test Directory

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TOTAL SCORE
150/300
Directory SEO: 100/200 | AI Visibility: 50/100

Section	Score	Max	Status
Structure & Architecture	25	50	Needs Work
On-Page SEO	25	50	Needs Work
Content Quality	20	40	Needs Work
Technical SEO	15	30	Needs Work
Authority & Trust	15	30	Needs Work
AI Visibility	50	100	Needs Work
TOTAL	150	300	C

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	10
Category Pages Analyzed	5
Location Pages Found	2
Sitemap URLs	100
Schema Objects Found	3

PRIORITY FIXES

Categories scoring below 50% that need immediate attention:

Fix 1

QUICK WINS

High-impact improvements you can make quickly:

* Quick win 1

STRUCTURE & ARCHITECTURE (25/50)

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

[5/10] Test Cat

Finding 1

Recommendations:

> Rec 1

ON-PAGE SEO (25/50)

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

[5/10] On-Page Cat

Finding

Recommendations:

> Rec

CONTENT QUALITY (20/40)

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

[5/10] Content Cat

TECHNICAL SEO (15/30)

Page speed, mobile usability, and crawlability.

[5/10] Tech Cat

AUTHORITY & TRUST (15/30)

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

[5/10] Auth Cat

AI VISIBILITY (50/100)

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

[5/10] AI Cat

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	Test Cat	5	10	50%
2	On-Page Cat	5	10	50%
3	Content Cat	5	10	50%
4	Tech Cat	5	10	50%
5	Auth Cat	5	10	50%

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

Book a Call: kuriosbrand.com/call

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