

Directory SEO

COMPREHENSIVE AUDIT REPORT

Website: https://ralsearch.com

Directory: RAL Search

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TOTAL SCORE 81/300

Directory SEO: 66/200 | AI Visibility: 15/100

Grade: F

Section	Score	Max	Status
Structure & Architecture	12	50	Critical
On-Page SEO	21	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
TOTAL	81	300	F

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	6
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): Create dedicated listing pages with unique, substantive content (300+ words)
- [!] 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] 6 category pages detected

[!] Flat category structure

[!] 5 unique category segments

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 (21/50)

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

[5/10] Title Tag Optimization

- [X] 4 duplicate title(s) found
- [!] 5 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 5 pages have meta descriptions
- [!] 4 duplicate meta descriptions
- [OK] Meta descriptions include calls-to-action

Recommendations:

- > Write unique meta descriptions for each page

[5/10] Heading Structure

- [X] 1 page(s) missing H1
- [!] Limited H2 tag usage
- [OK] H3 tags used for subsections
- [OK] H1 tags have appropriate length

Recommendations:

- > Add a single H1 tag to every page
- > Use H2 tags to break content into logical sections

[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
 - > AddItemList schema for category pages

[4/10] Pagination & Canonicals

- [X] No canonical tag found
 - [!] 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

Recommendations:

- > Create dedicated listing pages with unique, substantive content (300+ words)

[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
- [!] 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	5	10	50%
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%

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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