

Directory SEO

COMPREHENSIVE AUDIT REPORT

Website: https://low_score_50.example.com

Directory: Low Score Test

Generated: February 06, 2026 at 20:33

TOTAL SCORE
Directory SEO: 32/200 | AI Visibility: 18/100
50/300

| Section | Score | Max | Status |
|--------------------------|-------|-----|----------|
| Structure & Architecture | 8 | 50 | Critical |
| On-Page SEO | 8 | 50 | Critical |
| Content Quality | 6 | 40 | Critical |
| Technical SEO | 5 | 30 | Critical |
| Authority & Trust | 5 | 30 | Critical |
| AI Visibility | 18 | 100 | Critical |
| TOTAL | 50 | 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 | 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 (8/50)

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

[1/10] Structure Category 1

Finding #1 for Structure: Standard finding with details about the detected issue.
Finding #2 for Structure: Standard finding with details about the detected issue.
Finding #3 for Structure: Standard finding with details about the detected issue.
Finding #4 for Structure: Standard finding with details about the detected issue.
Finding #5 for Structure: Standard finding with details about the detected issue.

Recommendations:

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

[1/10] Structure Category 2

Finding #1 for Structure: Standard finding with details about the detected issue.
Finding #2 for Structure: Standard finding with details about the detected issue.
Finding #3 for Structure: Standard finding with details about the detected issue.
Finding #4 for Structure: Standard finding with details about the detected issue.
Finding #5 for Structure: Standard finding with details about the detected issue.

Recommendations:

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

[1/10] Structure Category 3

Finding #1 for Structure: Standard finding with details about the detected issue.
Finding #2 for Structure: Standard finding with details about the detected issue.
Finding #3 for Structure: Standard finding with details about the detected issue.
Finding #4 for Structure: Standard finding with details about the detected issue.
Finding #5 for Structure: Standard finding with details about the detected issue.

Recommendations:

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

[1/10] Structure Category 4

Finding #1 for Structure: Standard finding with details about the detected issue.
Finding #2 for Structure: Standard finding with details about the detected issue.
Finding #3 for Structure: Standard finding with details about the detected issue.
Finding #4 for Structure: Standard finding with details about the detected issue.
Finding #5 for Structure: Standard finding with details about the detected issue.

Recommendations:

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

[1/10] Structure Category 5

Finding #1 for Structure: Standard finding with details about the detected issue.

Finding #2 for Structure: Standard finding with details about the detected issue.

Finding #3 for Structure: Standard finding with details about the detected issue.

Finding #4 for Structure: Standard finding with details about the detected issue.

Finding #5 for Structure: Standard finding with details about the detected issue.

Recommendations:

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

ON-PAGE SEO (8/50)

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

[1/10] On-Page Category 1

Finding #1 for On-Page: Standard finding with details about the detected issue.
Finding #2 for On-Page: Standard finding with details about the detected issue.
Finding #3 for On-Page: Standard finding with details about the detected issue.
Finding #4 for On-Page: Standard finding with details about the detected issue.
Finding #5 for On-Page: Standard finding with details about the detected issue.

Recommendations:

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

[1/10] On-Page Category 2

Finding #1 for On-Page: Standard finding with details about the detected issue.
Finding #2 for On-Page: Standard finding with details about the detected issue.
Finding #3 for On-Page: Standard finding with details about the detected issue.
Finding #4 for On-Page: Standard finding with details about the detected issue.
Finding #5 for On-Page: Standard finding with details about the detected issue.

Recommendations:

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

[1/10] On-Page Category 3

Finding #1 for On-Page: Standard finding with details about the detected issue.
Finding #2 for On-Page: Standard finding with details about the detected issue.
Finding #3 for On-Page: Standard finding with details about the detected issue.
Finding #4 for On-Page: Standard finding with details about the detected issue.
Finding #5 for On-Page: Standard finding with details about the detected issue.

Recommendations:

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

[1/10] On-Page Category 4

Finding #1 for On-Page: Standard finding with details about the detected issue.
Finding #2 for On-Page: Standard finding with details about the detected issue.
Finding #3 for On-Page: Standard finding with details about the detected issue.
Finding #4 for On-Page: Standard finding with details about the detected issue.
Finding #5 for On-Page: Standard finding with details about the detected issue.

Recommendations:

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

[1/10] On-Page Category 5

Finding #1 for On-Page: Standard finding with details about the detected issue.

Finding #2 for On-Page: Standard finding with details about the detected issue.

Finding #3 for On-Page: Standard finding with details about the detected issue.

Finding #4 for On-Page: Standard finding with details about the detected issue.

Finding #5 for On-Page: Standard finding with details about the detected issue.

Recommendations:

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

CONTENT QUALITY (6/40)

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

[1/10] Content Category 1

Finding #1 for Content: Standard finding with details about the detected issue.
Finding #2 for Content: Standard finding with details about the detected issue.
Finding #3 for Content: Standard finding with details about the detected issue.
Finding #4 for Content: Standard finding with details about the detected issue.
Finding #5 for Content: Standard finding with details about the detected issue.

Recommendations:

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

[1/10] Content Category 2

Finding #1 for Content: Standard finding with details about the detected issue.
Finding #2 for Content: Standard finding with details about the detected issue.
Finding #3 for Content: Standard finding with details about the detected issue.
Finding #4 for Content: Standard finding with details about the detected issue.
Finding #5 for Content: Standard finding with details about the detected issue.

Recommendations:

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

[1/10] Content Category 3

Finding #1 for Content: Standard finding with details about the detected issue.
Finding #2 for Content: Standard finding with details about the detected issue.
Finding #3 for Content: Standard finding with details about the detected issue.
Finding #4 for Content: Standard finding with details about the detected issue.
Finding #5 for Content: Standard finding with details about the detected issue.

Recommendations:

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

[1/10] Content Category 4

Finding #1 for Content: Standard finding with details about the detected issue.
Finding #2 for Content: Standard finding with details about the detected issue.
Finding #3 for Content: Standard finding with details about the detected issue.
Finding #4 for Content: Standard finding with details about the detected issue.
Finding #5 for Content: Standard finding with details about the detected issue.

Recommendations:

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

TECHNICAL SEO (5/30)

Page speed, mobile usability, and crawlability.

[1/10] Technical Category 1

Finding #1 for Technical: Standard finding with details about the detected issue.
Finding #2 for Technical: Standard finding with details about the detected issue.
Finding #3 for Technical: Standard finding with details about the detected issue.
Finding #4 for Technical: Standard finding with details about the detected issue.
Finding #5 for Technical: Standard finding with details about the detected issue.

Recommendations:

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

[1/10] Technical Category 2

Finding #1 for Technical: Standard finding with details about the detected issue.
Finding #2 for Technical: Standard finding with details about the detected issue.
Finding #3 for Technical: Standard finding with details about the detected issue.
Finding #4 for Technical: Standard finding with details about the detected issue.
Finding #5 for Technical: Standard finding with details about the detected issue.

Recommendations:

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

[1/10] Technical Category 3

Finding #1 for Technical: Standard finding with details about the detected issue.
Finding #2 for Technical: Standard finding with details about the detected issue.
Finding #3 for Technical: Standard finding with details about the detected issue.
Finding #4 for Technical: Standard finding with details about the detected issue.
Finding #5 for Technical: Standard finding with details about the detected issue.

Recommendations:

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

AUTHORITY & TRUST (5/30)

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

[1/10] Authority Category 1

Finding #1 for Authority: Standard finding with details about the detected issue.
Finding #2 for Authority: Standard finding with details about the detected issue.
Finding #3 for Authority: Standard finding with details about the detected issue.
Finding #4 for Authority: Standard finding with details about the detected issue.
Finding #5 for Authority: Standard finding with details about the detected issue.

Recommendations:

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

[1/10] Authority Category 2

Finding #1 for Authority: Standard finding with details about the detected issue.
Finding #2 for Authority: Standard finding with details about the detected issue.
Finding #3 for Authority: Standard finding with details about the detected issue.
Finding #4 for Authority: Standard finding with details about the detected issue.
Finding #5 for Authority: Standard finding with details about the detected issue.

Recommendations:

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

[1/10] Authority Category 3

Finding #1 for Authority: Standard finding with details about the detected issue.
Finding #2 for Authority: Standard finding with details about the detected issue.
Finding #3 for Authority: Standard finding with details about the detected issue.
Finding #4 for Authority: Standard finding with details about the detected issue.
Finding #5 for Authority: Standard finding with details about the detected issue.

Recommendations:

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

AI VISIBILITY (18/100)

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

[1/10] AI Visibility Category 1

Finding #1 for AI Visibility: Standard finding with details about the detected issue.
Finding #2 for AI Visibility: Standard finding with details about the detected issue.
Finding #3 for AI Visibility: Standard finding with details about the detected issue.

Finding #5 for AI Visibility: Standard finding with details about the detected issue.

> Recommendation #1: Standard recommendation text here.

> Recommendation #3: Standard recommendation text here.

Finding #1 for AI Visibility: Standard finding with details about the detected issue.

Finding #3 for AI Visibility: Standard finding with details about the detected issue.

Finding #4 for AI Visibility: Standard finding with details about the detected issue.

Finding #5 for AI Visibility: Standard finding with details about the detected issue.

Recommendations:

> Recommendation #1: Standard recommendation text here.

> Recommendation #2: Standard recommendation text here.

> Recommendation #3: Standard recommendation text here.

Finding #1 for AI Visibility: Standard finding with details about the detected issue.

Finding #2 for AI Visibility: Standard finding with details about the detected issue.

Finding #3 for AI Visibility: Standard finding with details about the detected issue.

Finding #4 for AI Visibility: Standard finding with details about the detected issue.

Finding #5 for AI Visibility: Standard finding with details about the detected issue.

Recommendations:

> Recommendation #1: Standard recommendation text here.

> Recommendation #2: Standard recommendation text here.

> Recommendation #3: Standard recommendation text here.

Finding #1 for AI Visibility: Standard finding with details about the detected issue.

Finding #2 for AI Visibility: Standard finding with details about the detected issue.

Finding #3 for AI Visibility: Standard finding with details about the detected issue.

Finding #4 for AI Visibility: Standard finding with details about the detected issue.

Finding #5 for AI Visibility: Standard finding with details about the detected issue.

Recommendations:

> Recommendation #1: Standard recommendation text here.

> Recommendation #2: Standard recommendation text here.

> Recommendation #3: Standard recommendation text here.

Finding #1 for AI Visibility: Standard finding with details about the detected issue.

Finding #2 for AI Visibility: Standard finding with details about the detected issue.

Finding #1 for AI Visibility: Standard finding with details about the detected issue.

Finding #2 for AI Visibility: Standard finding with details about the detected issue.
Finding #3 for AI Visibility: Standard finding with details about the detected issue.
Finding #4 for AI Visibility: Standard finding with details about the detected issue.
Finding #5 for AI Visibility: Standard finding with details about the detected issue.

Recommendations:

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

[1/10] AI Visibility Category 10

Finding #1 for AI Visibility: Standard finding with details about the detected issue.
Finding #2 for AI Visibility: Standard finding with details about the detected issue.
Finding #3 for AI Visibility: Standard finding with details about the detected issue.
Finding #4 for AI Visibility: Standard finding with details about the detected issue.
Finding #5 for AI Visibility: Standard finding with details about the detected issue.

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

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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