Directory SEO

COMPREHENSIVE AUDIT REPORT

Website: https://long-content-test.example.com
Directory: Long Content Test
Generated: February 06, 2026 at 20:35

TOTAL SCORE
100/300

Directory SEO: 67/200 | AI Visibility: 33/100

Section	Score	Max	Status
Structure & Architecture	17	50	Critical
On-Page SEO	17	50	Critical
Content Quality	13	40	Critical
Technical SEO	10	30	Critical
Authority & Trust	10	30	Critical
AI Visibility	33	100	Critical
TOTAL	**100**	**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	100
Category Pages Analyzed	20
Location Pages Found	5
Sitemap URLs	300
Schema Objects Found	8

PRIORITY FIXES

Categories scoring below 50% that need immediate attention:

[X] Critical fix #1
Fix #2 with -> arrow
Fix #3 normal

QUICK WINS

High-impact improvements you can make quickly:

* - Quick win #1 with bullet
* Quick win #2 normal
* [OK] Quick win with emoji

STRUCTURE & ARCHITECTURE (17/50)

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

[3/10] Structure Cat 1

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[3/10] Structure Cat 2

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[3/10] Structure Cat 5

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ON-PAGE SEO (17/50)

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

[3/10] On-Page Cat 1

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[3/10] On-Page Cat 2

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[3/10] On-Page Cat 3

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[3/10] On-Page Cat 4

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CONTENT QUALITY (13/40)

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

[3/10] Content Cat 1

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[3/10] Content Cat 2

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[3/10] Content Cat 3

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TECHNICAL SEO (10/30)

Page speed, mobile usability, and crawlability.

[3/10] Technical Cat 1

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AUTHORITY & TRUST (10/30)

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

[3/10] Authority Cat 1

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[3/10] Authority Cat 2

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[3/10] Authority Cat 3

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AI VISIBILITY (33/100)

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

[3/10] AI Cat 1

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[3/10] AI Cat 4

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[3/10] AI Cat 5

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[3/10] AI Cat 6

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[3/10] AI Cat 7

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[3/10] AI Cat 8

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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 Cat 1	3	10	30%
2	Structure Cat 2	3	10	30%
3	Structure Cat 3	3	10	30%
4	Structure Cat 4	3	10	30%
5	Structure Cat 5	3	10	30%
6	On-Page Cat 1	3	10	30%
7	On-Page Cat 2	3	10	30%
8	On-Page Cat 3	3	10	30%
9	On-Page Cat 4	3	10	30%
10	On-Page Cat 5	3	10	30%
11	Content Cat 1	3	10	30%
12	Content Cat 2	3	10	30%
13	Content Cat 3	3	10	30%
14	Content Cat 4	3	10	30%
15	Technical Cat 1	3	10	30%
16	Technical Cat 2	3	10	30%
17	Technical Cat 3	3	10	30%
18	Authority Cat 1	3	10	30%
19	Authority Cat 2	3	10	30%
20	Authority Cat 3	3	10	30%

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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