

# Directory SEO

## COMPREHENSIVE AUDIT REPORT

**Website:** https://special\_chars.example.com  
**Directory:** Test & Company - Best 'Directory' (2024)  
**Generated:** February 06, 2026 at 20:33

**TOTAL SCORE**  
Directory SEO: 67/200 | AI Visibility: 33/100  
**100/300**

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	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 (17/50)

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

## [3/10] Structure Category 1

Finding #1 for Structure: Testing special chars: & 'quotes' "double" -- em-dash

Finding #2 for Structure: Testing special chars: & 'quotes' "double" -- em-dash

Finding #3 for Structure: Testing special chars: & 'quotes' "double" -- em-dash

Finding #4 for Structure: Testing special chars: & 'quotes' "double" -- em-dash

Finding #5 for Structure: Testing special chars: & 'quotes' "double" -- em-dash

### **Recommendations:**

> Recommendation #1: Standard recommendation text here.

> Recommendation #2: Standard recommendation text here.

> Recommendation #3: Standard recommendation text here.

## [3/10] Structure Category 2

Finding #1 for Structure: Testing special chars: & 'quotes' "double" -- em-dash

Finding #2 for Structure: Testing special chars: & 'quotes' "double" -- em-dash

Finding #3 for Structure: Testing special chars: & 'quotes' "double" -- em-dash

Finding #4 for Structure: Testing special chars: & 'quotes' "double" -- em-dash

Finding #5 for Structure: Testing special chars: & 'quotes' "double" -- em-dash

### **Recommendations:**

> Recommendation #1: Standard recommendation text here.

> Recommendation #2: Standard recommendation text here.

> Recommendation #3: Standard recommendation text here.

## [3/10] Structure Category 3

Finding #1 for Structure: Testing special chars: & 'quotes' "double" -- em-dash

Finding #2 for Structure: Testing special chars: & 'quotes' "double" -- em-dash

Finding #3 for Structure: Testing special chars: & 'quotes' "double" -- em-dash

Finding #4 for Structure: Testing special chars: & 'quotes' "double" -- em-dash

Finding #5 for Structure: Testing special chars: & 'quotes' "double" -- em-dash

### **Recommendations:**

> Recommendation #1: Standard recommendation text here.

> Recommendation #2: Standard recommendation text here.

> Recommendation #3: Standard recommendation text here.

## [3/10] Structure Category 4

Finding #1 for Structure: Testing special chars: & 'quotes' "double" -- em-dash

Finding #2 for Structure: Testing special chars: & 'quotes' "double" -- em-dash

Finding #3 for Structure: Testing special chars: & 'quotes' "double" -- em-dash

Finding #4 for Structure: Testing special chars: & 'quotes' "double" -- em-dash

Finding #5 for Structure: Testing special chars: & 'quotes' "double" -- em-dash

**Recommendations:**

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

**[3/10] Structure Category 5**

Finding #1 for Structure: Testing special chars: & 'quotes' "double" -- em-dash

Finding #2 for Structure: Testing special chars: & 'quotes' "double" -- em-dash

Finding #3 for Structure: Testing special chars: & 'quotes' "double" -- em-dash

Finding #4 for Structure: Testing special chars: & 'quotes' "double" -- em-dash

Finding #5 for Structure: Testing special chars: & 'quotes' "double" -- em-dash

**Recommendations:**

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

# ON-PAGE SEO (17/50)

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

## [3/10] On-Page Category 1

Finding #1 for On-Page: Testing special chars: & 'quotes' "double" -- em-dash

Finding #2 for On-Page: Testing special chars: & 'quotes' "double" -- em-dash

Finding #3 for On-Page: Testing special chars: & 'quotes' "double" -- em-dash

Finding #4 for On-Page: Testing special chars: & 'quotes' "double" -- em-dash

Finding #5 for On-Page: Testing special chars: & 'quotes' "double" -- em-dash

### **Recommendations:**

> Recommendation #1: Standard recommendation text here.

> Recommendation #2: Standard recommendation text here.

> Recommendation #3: Standard recommendation text here.

## [3/10] On-Page Category 2

Finding #1 for On-Page: Testing special chars: & 'quotes' "double" -- em-dash

Finding #2 for On-Page: Testing special chars: & 'quotes' "double" -- em-dash

Finding #3 for On-Page: Testing special chars: & 'quotes' "double" -- em-dash

Finding #4 for On-Page: Testing special chars: & 'quotes' "double" -- em-dash

Finding #5 for On-Page: Testing special chars: & 'quotes' "double" -- em-dash

### **Recommendations:**

> Recommendation #1: Standard recommendation text here.

> Recommendation #2: Standard recommendation text here.

> Recommendation #3: Standard recommendation text here.

## [3/10] On-Page Category 3

Finding #1 for On-Page: Testing special chars: & 'quotes' "double" -- em-dash

Finding #2 for On-Page: Testing special chars: & 'quotes' "double" -- em-dash

Finding #3 for On-Page: Testing special chars: & 'quotes' "double" -- em-dash

Finding #4 for On-Page: Testing special chars: & 'quotes' "double" -- em-dash

Finding #5 for On-Page: Testing special chars: & 'quotes' "double" -- em-dash

### **Recommendations:**

> Recommendation #1: Standard recommendation text here.

> Recommendation #2: Standard recommendation text here.

> Recommendation #3: Standard recommendation text here.

## [3/10] On-Page Category 4

Finding #1 for On-Page: Testing special chars: & 'quotes' "double" -- em-dash

Finding #2 for On-Page: Testing special chars: & 'quotes' "double" -- em-dash

Finding #3 for On-Page: Testing special chars: & 'quotes' "double" -- em-dash

Finding #4 for On-Page: Testing special chars: & 'quotes' "double" -- em-dash

Finding #5 for On-Page: Testing special chars: & 'quotes' "double" -- em-dash

**Recommendations:**

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

**[3/10] On-Page Category 5**

Finding #1 for On-Page: Testing special chars: & 'quotes' "double" -- em-dash

Finding #2 for On-Page: Testing special chars: & 'quotes' "double" -- em-dash

Finding #3 for On-Page: Testing special chars: & 'quotes' "double" -- em-dash

Finding #4 for On-Page: Testing special chars: & 'quotes' "double" -- em-dash

Finding #5 for On-Page: Testing special chars: & 'quotes' "double" -- em-dash

**Recommendations:**

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

# CONTENT QUALITY (13/40)

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

## [3/10] Content Category 1

Finding #1 for Content: Testing special chars: & 'quotes' "double" -- em-dash  
Finding #2 for Content: Testing special chars: & 'quotes' "double" -- em-dash  
Finding #3 for Content: Testing special chars: & 'quotes' "double" -- em-dash  
Finding #4 for Content: Testing special chars: & 'quotes' "double" -- em-dash  
Finding #5 for Content: Testing special chars: & 'quotes' "double" -- em-dash

### **Recommendations:**

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

## [3/10] Content Category 2

Finding #1 for Content: Testing special chars: & 'quotes' "double" -- em-dash  
Finding #2 for Content: Testing special chars: & 'quotes' "double" -- em-dash  
Finding #3 for Content: Testing special chars: & 'quotes' "double" -- em-dash  
Finding #4 for Content: Testing special chars: & 'quotes' "double" -- em-dash  
Finding #5 for Content: Testing special chars: & 'quotes' "double" -- em-dash

### **Recommendations:**

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

## [3/10] Content Category 3

Finding #1 for Content: Testing special chars: & 'quotes' "double" -- em-dash  
Finding #2 for Content: Testing special chars: & 'quotes' "double" -- em-dash  
Finding #3 for Content: Testing special chars: & 'quotes' "double" -- em-dash  
Finding #4 for Content: Testing special chars: & 'quotes' "double" -- em-dash  
Finding #5 for Content: Testing special chars: & 'quotes' "double" -- em-dash

### **Recommendations:**

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

## [3/10] Content Category 4

Finding #1 for Content: Testing special chars: & 'quotes' "double" -- em-dash  
Finding #2 for Content: Testing special chars: & 'quotes' "double" -- em-dash  
Finding #3 for Content: Testing special chars: & 'quotes' "double" -- em-dash  
Finding #4 for Content: Testing special chars: & 'quotes' "double" -- em-dash  
Finding #5 for Content: Testing special chars: & 'quotes' "double" -- em-dash

**Recommendations:**

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



# TECHNICAL SEO (10/30)

Page speed, mobile usability, and crawlability.

## [3/10] Technical Category 1

Finding #1 for Technical: Testing special chars: & 'quotes' "double" -- em-dash  
Finding #2 for Technical: Testing special chars: & 'quotes' "double" -- em-dash  
Finding #3 for Technical: Testing special chars: & 'quotes' "double" -- em-dash  
Finding #4 for Technical: Testing special chars: & 'quotes' "double" -- em-dash  
Finding #5 for Technical: Testing special chars: & 'quotes' "double" -- em-dash

### **Recommendations:**

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

## [3/10] Technical Category 2

Finding #1 for Technical: Testing special chars: & 'quotes' "double" -- em-dash  
Finding #2 for Technical: Testing special chars: & 'quotes' "double" -- em-dash  
Finding #3 for Technical: Testing special chars: & 'quotes' "double" -- em-dash  
Finding #4 for Technical: Testing special chars: & 'quotes' "double" -- em-dash  
Finding #5 for Technical: Testing special chars: & 'quotes' "double" -- em-dash

### **Recommendations:**

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

## [3/10] Technical Category 3

Finding #1 for Technical: Testing special chars: & 'quotes' "double" -- em-dash  
Finding #2 for Technical: Testing special chars: & 'quotes' "double" -- em-dash  
Finding #3 for Technical: Testing special chars: & 'quotes' "double" -- em-dash  
Finding #4 for Technical: Testing special chars: & 'quotes' "double" -- em-dash  
Finding #5 for Technical: Testing special chars: & 'quotes' "double" -- em-dash

### **Recommendations:**

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

# AUTHORITY & TRUST (10/30)

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

### [3/10] Authority Category 1

Finding #1 for Authority: Testing special chars: & 'quotes' "double" -- em-dash  
Finding #2 for Authority: Testing special chars: & 'quotes' "double" -- em-dash  
Finding #3 for Authority: Testing special chars: & 'quotes' "double" -- em-dash  
Finding #4 for Authority: Testing special chars: & 'quotes' "double" -- em-dash  
Finding #5 for Authority: Testing special chars: & 'quotes' "double" -- em-dash

#### **Recommendations:**

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

### [3/10] Authority Category 2

Finding #1 for Authority: Testing special chars: & 'quotes' "double" -- em-dash  
Finding #2 for Authority: Testing special chars: & 'quotes' "double" -- em-dash  
Finding #3 for Authority: Testing special chars: & 'quotes' "double" -- em-dash  
Finding #4 for Authority: Testing special chars: & 'quotes' "double" -- em-dash  
Finding #5 for Authority: Testing special chars: & 'quotes' "double" -- em-dash

#### **Recommendations:**

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

### [3/10] Authority Category 3

Finding #1 for Authority: Testing special chars: & 'quotes' "double" -- em-dash  
Finding #2 for Authority: Testing special chars: & 'quotes' "double" -- em-dash  
Finding #3 for Authority: Testing special chars: & 'quotes' "double" -- em-dash  
Finding #4 for Authority: Testing special chars: & 'quotes' "double" -- em-dash  
Finding #5 for Authority: Testing special chars: & 'quotes' "double" -- em-dash

#### **Recommendations:**

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

## AI VISIBILITY (33/100)

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

### [3/10] AI Visibility Category 1

Finding #1 for AI Visibility: Testing special chars: & 'quotes' "double" -- em-dash  
Finding #2 for AI Visibility: Testing special chars: & 'quotes' "double" -- em-dash  
Finding #3 for AI Visibility: Testing special chars: & 'quotes' "double" -- em-dash

Finding #5 for AI Visibility: Testing special chars: & 'quotes' "double" -- em-dash

> Recommendation #1: Standard recommendation text here.

> Recommendation #3: Standard recommendation text here.

Finding #1 for AI Visibility: Testing special chars: & 'quotes' "double" -- em-dash

### Finding #3 for AI Visibility: Testing special chars: & 'quotes' "double" -- em-dash

Finding #5 for AI Visibility: Testing special chars: & 'quotes' "double" -- em-dash

**Recommendations:**

> Recommendation #1: Standard recommendation text here.

> Recommendation #2: Standard recommendation text here.

> Recommendation #3: Standard recommendation text here.

Finding #1 for AI Visibility: Testing special chars: & 'quotes' "double" -- em-dash

Finding #3 for AI Visibility: Testing special chars: & 'quotes' "double" -- em-dash

Finding #4 for AI Visibility: Testing special chars: & 'quotes' "double" -- em-dash

Finding #5 for AI Visibility: Testing special chars: & 'quotes' "double" -- em-dash

**Recommendations:**

> Recommendation #1: Standard recommendation text here.

> Recommendation #2: Standard recommendation text here.

> Recommendation #3: Standard recommendation text here.

Finding #1 for AI Visibility: Testing special chars: & 'quotes' "double" -- em-dash

Finding #3 for AI Visibility: Testing special chars: & 'quotes' "double" -- em-dash

Finding #4 for AI Visibility: Testing special chars: & 'quotes' "double" -- em-dash

Finding #5 for AI Visibility: Testing special chars: & 'quotes' "double" -- em-dash

**Recommendations:**

> Recommendation #1: Standard recommendation text here.

> Recommendation #2: Standard recommendation text here.

> Recommendation #3: Standard recommendation text here.

Finding #1 for AI Visibility: Testing special chars: & 'quotes' "double" -- em-dash

Finding #2 for AI Visibility: Testing special chars: & 'quotes' "double" -- em-dash

Finding #1 for AI Visibility: Testing special chars: & 'quotes' "double" -- em-dash

Finding #2 for AI Visibility: Testing special chars: & 'quotes' "double" -- em-dash  
Finding #3 for AI Visibility: Testing special chars: & 'quotes' "double" -- em-dash  
Finding #4 for AI Visibility: Testing special chars: & 'quotes' "double" -- em-dash  
Finding #5 for AI Visibility: Testing special chars: & 'quotes' "double" -- em-dash

**Recommendations:**

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

## **[3/10] AI Visibility Category 10**

Finding #1 for AI Visibility: Testing special chars: & 'quotes' "double" -- em-dash  
Finding #2 for AI Visibility: Testing special chars: & 'quotes' "double" -- em-dash  
Finding #3 for AI Visibility: Testing special chars: & 'quotes' "double" -- em-dash  
Finding #4 for AI Visibility: Testing special chars: & 'quotes' "double" -- em-dash  
Finding #5 for AI Visibility: Testing special chars: & 'quotes' "double" -- em-dash

**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	3	10	30%
2	Structure Category 2	3	10	30%
3	Structure Category 3	3	10	30%
4	Structure Category 4	3	10	30%
5	Structure Category 5	3	10	30%
6	On-Page Category 1	3	10	30%
7	On-Page Category 2	3	10	30%
8	On-Page Category 3	3	10	30%
9	On-Page Category 4	3	10	30%
10	On-Page Category 5	3	10	30%
11	Content Category 1	3	10	30%
12	Content Category 2	3	10	30%
13	Content Category 3	3	10	30%
14	Content Category 4	3	10	30%
15	Technical Category 1	3	10	30%
16	Technical Category 2	3	10	30%
17	Technical Category 3	3	10	30%
18	Authority Category 1	3	10	30%
19	Authority Category 2	3	10	30%
20	Authority Category 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](https://kuriosbrand.com/call)**

*Report generated by Kurios Directory SEO Audit Tool - 2026*