

# Directory SEO

## COMPREHENSIVE AUDIT REPORT

**Website:** https://emoji-heavy-test.example.com

**Directory:** Emoji Heavy Test

**Generated:** February 06, 2026 at 20:35

**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	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

[OK] OK

[X] Bad

[!] Warn

**Recommendations:**

> Do this

> Improve that

## [3/10] Structure Cat 2

[OK] OK

[X] Bad

[!] Warn

**Recommendations:**

> Do this

> Improve that

## [3/10] Structure Cat 3

[OK] OK

[X] Bad

[!] Warn

**Recommendations:**

> Do this

> Improve that

## [3/10] Structure Cat 4

[OK] OK

[X] Bad

[!] Warn

**Recommendations:**

> Do this

> Improve that

## [3/10] Structure Cat 5

[OK] OK

[X] Bad

[!] Warn

**Recommendations:**

- > Do this
- > Improve that

# ON-PAGE SEO (17/50)

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

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

[OK] OK

[X] Bad

[!] Warn

**Recommendations:**

> Do this

> Improve that

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

[OK] OK

[X] Bad

[!] Warn

**Recommendations:**

> Do this

> Improve that

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

[OK] OK

[X] Bad

[!] Warn

**Recommendations:**

> Do this

> Improve that

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

[OK] OK

[X] Bad

[!] Warn

**Recommendations:**

> Do this

> Improve that

## [3/10] On-Page Cat 5

[OK] OK

[X] Bad

[!] Warn

**Recommendations:**

- > Do this
- > Improve that

# CONTENT QUALITY (13/40)

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

## [3/10] Content Cat 1

[OK] OK

[X] Bad

[!] Warn

**Recommendations:**

> Do this

> Improve that

## [3/10] Content Cat 2

[OK] OK

[X] Bad

[!] Warn

**Recommendations:**

> Do this

> Improve that

## [3/10] Content Cat 3

[OK] OK

[X] Bad

[!] Warn

**Recommendations:**

> Do this

> Improve that

## [3/10] Content Cat 4

[OK] OK

[X] Bad

[!] Warn

**Recommendations:**

> Do this

> Improve that

# TECHNICAL SEO (10/30)

Page speed, mobile usability, and crawlability.

## [3/10] Technical Cat 1

[OK] OK

[X] Bad

[!] Warn

### Recommendations:

> Do this

> Improve that

## [3/10] Technical Cat 2

[OK] OK

[X] Bad

[!] Warn

### Recommendations:

> Do this

> Improve that

## [3/10] Technical Cat 3

[OK] OK

[X] Bad

[!] Warn

### Recommendations:

> Do this

> Improve that

# AUTHORITY & TRUST (10/30)

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

## [3/10] Authority Cat 1

[OK] OK

[X] Bad

[!] Warn

### Recommendations:

> Do this

> Improve that



### [3/10] Authority Cat 2

[OK] OK

[X] Bad

[!] Warn

#### Recommendations:

> Do this

> Improve that

### [3/10] Authority Cat 3

[OK] OK

[X] Bad

[!] Warn

#### Recommendations:

> Do this

> Improve that

## AI VISIBILITY (33/100)

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

### [3/10] AI Cat 1

[OK] OK

[X] Bad

[!] Warn

#### Recommendations:

> Do this

> Improve that

### [3/10] AI Cat 2

[OK] OK

[X] Bad

[!] Warn

#### Recommendations:

> Do this

> Improve that

### [3/10] AI Cat 3

[OK] OK

[X] Bad

[!] Warn

**Recommendations:**

> Do this

> Improve that

**[3/10] AI Cat 4**

[OK] OK

[X] Bad

[!] Warn

**Recommendations:**

> Do this

> Improve that

**[3/10] AI Cat 5**

[OK] OK

[X] Bad

[!] Warn

**Recommendations:**

> Do this

> Improve that

**[3/10] AI Cat 6**

[OK] OK

[X] Bad

[!] Warn

**Recommendations:**

> Do this

> Improve that

**[3/10] AI Cat 7**

[OK] OK

[X] Bad

[!] Warn

**Recommendations:**

> Do this

> Improve that

**[3/10] AI Cat 8**

[OK] OK

[X] Bad

[!] Warn

**Recommendations:**

- > Do this
- > Improve that

### [3/10] AI Cat 9

[OK] OK

[X] Bad

[!] Warn

#### **Recommendations:**

- > Do this
- > Improve that

### [3/10] AI Cat 10

[OK] OK

[X] Bad

[!] Warn

#### **Recommendations:**

- > Do this
- > Improve that

# 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%

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**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*