Directory SEO

COMPREHENSIVE AUDIT REPORT

Website: https://www.yelp.com
Directory: Restaurants, Dentists, Bars, Beauty Salons, Doctors
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DIRECTORY HEALTH SCORE
104/200

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Grade: D

Section	Score	Max	Status
Structure & Architecture	28	50	Needs Work
On-Page SEO	26	50	Needs Work
Content Quality	25	40	Good
Technical SEO	14	30	Needs Work
Authority & Trust	11	30	Critical
TOTAL	**104**	**200**	**D**

Your directory needs significant improvements across multiple areas. Start with the priority fixes and follow the 30-day action plan systematically.

EXECUTIVE SUMMARY

Metric	Value
Listing Pages Analyzed	2
Category Pages Analyzed	2
Location Pages Found	0
Sitemap URLs	0
Schema Objects Found	6

PRIORITY FIXES

Categories scoring below 50% that need immediate attention:

[!] Location Structure (2/10): Create city/state landing pages (e.g., /restaurants/new-york/)

[!] URL Structure (4/10): Use clean, readable URLs without query parameters

[!] Schema Markup (1/10): Add LocalBusiness schema markup

[!] Editorial Content (4/10): Start a blog with weekly industry content

[!] Content Freshness (3/10): Display last updated dates on listings and categories

[!] Page Speed (4/10): Add async/defer to JavaScript files

[!] Crawlability (2/10): Add Sitemap: directive to robots.txt

[!] Social Proof (0/10): Add links to active social media profiles

QUICK WINS

High-impact improvements you can make quickly:

* Listing Completeness: Add missing fields to listings: categories

* Heading Structure: Add a single H1 tag to every page

* Pagination & Canonicals: Block filter/sort URLs in robots.txt to prevent duplicate content

* User-Generated Content: Allow users to upload photos for listings

* Mobile Usability: Make phone numbers clickable with tel: links

STRUCTURE & ARCHITECTURE (28/50)

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

[7/10] Listing Completeness

[!] Good listing completeness (69% average)
Analyzed 2 listing pages
Recommendations:
> Add missing fields to listings: categories

[7/10] Category Taxonomy

[OK] 2 category pages detected
[OK] Hierarchical category structure detected
[OK] BreadcrumbList schema implemented

[2/10] Location Structure

[X] No location-specific pages detected
[OK] Location data in schema markup
Recommendations:
> Create city/state landing pages (e.g., /restaurants/new-york/)
> Use location-based URL structure (/category/city/)

[8/10] Internal Linking

[OK] Strong internal linking (82 internal links on homepage)
[OK] Related/similar listings sections found
[OK] Category hub/browse sections present

[4/10] URL Structure

[X] Many URLs have query parameters (25% clean)
[OK] URLs use readable slugs (no numeric IDs)
[OK] URLs are lowercase with hyphens
Recommendations:
> Use clean, readable URLs without query parameters
> Use hierarchical URLs: /category/subcategory/listing-name/

ON-PAGE SEO (26/50)

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

[6/10] Title Tag Optimization

[OK] All 4 titles are unique
[!] 2 titles are too long (>60 chars)
Recommendations:
> Shorten title tags to 50-60 characters
> Add search-intent keywords to titles (best, top, find, near me)

[5/10] Meta Descriptions

[X] 1 pages missing meta descriptions
[OK] All meta descriptions are unique
[!] 1 meta descriptions are too short
Recommendations:
> Add unique meta descriptions to all pages
> Expand meta descriptions to 150-160 characters
> Add action-oriented language to meta descriptions

[7/10] Heading Structure

[X] 1 page(s) missing H1
[OK] Good use of H2 tags for content sections
[OK] H3 tags used for subsections
[OK] H1 tags have appropriate length
Recommendations:
> Add a single H1 tag to every page

[1/10] Schema Markup

Found schema types: FAQPage, Unknown
[OK] FAQPage schema implemented
Recommendations:
> Add LocalBusiness schema markup
> Add ItemList schema markup
> Add BreadcrumbList schema markup

[7/10] Pagination & Canonicals

[OK] Canonical tag present
[i] No pagination detected (may be single-page categories)
Recommendations:
> Block filter/sort URLs in robots.txt to prevent duplicate content

CONTENT QUALITY (25/40)

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

[10/10] Listing Descriptions

[OK] Substantive descriptions (avg 4901 words)
[OK] All descriptions appear unique
[OK] Descriptions are not templated

[8/10] User-Generated Content

[OK] Review system detected
[OK] Rating system (stars) present
[OK] Comments or Q&A; feature detected
Recommendations:
> Allow users to upload photos for listings
> Add AggregateRating schema for rich snippets

[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

[3/10] Content Freshness

[!] No recent dates visible
[OK] Date metadata in schema markup
Recommendations:
> Display last updated dates on listings and categories
> Add 'Recently Added' or 'New Listings' section

TECHNICAL SEO (14/30)

Page speed, mobile usability, and crawlability.

[4/10] Page Speed

[!] 4 render-blocking scripts in head
[!] Limited lazy loading (0/10 images)
[X] Heavy HTML (456KB)
[OK] CDN detected
[OK] Resource hints present (preload/preconnect)
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] Touch-friendly buttons present
Recommendations:
> Make phone numbers clickable with tel: links

[2/10] Crawlability

[OK] robots.txt exists
[X] No sitemap found
Recommendations:
> Add Sitemap: directive to robots.txt
> Consider blocking filter/sort URLs: Disallow: /*?sort
> Create XML sitemap with all listing and category pages

AUTHORITY & TRUST (11/30)

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

[0/10] Social Proof

[X] Limited social media links
[X] No trust badges or signals
Recommendations:
> Add links to active social media profiles
> Display review counts prominently (e.g., '500+ reviews')
> Add trust badges (BBB, industry certifications)

[5/10] E-E-A-T Signals

[OK] About page linked
[X] Limited contact information
[OK] Privacy Policy and Terms present
[OK] HTTPS enabled
Recommendations:
> Add clear contact page with phone, email, and address
> Add 'How We Rate' or 'Our Methodology' page
> Add team bios with credentials

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	7	10	70%
2	Category Taxonomy	7	10	70%
3	Location Structure	2	10	20%
4	Internal Linking	8	10	80%
5	URL Structure	4	10	40%
6	Title Tag Optimization	6	10	60%
7	Meta Descriptions	5	10	50%
8	Heading Structure	7	10	70%
9	Schema Markup	1	10	10%
10	Pagination & Canonicals	7	10	70%
11	Listing Descriptions	10	10	100%
12	User-Generated Content	8	10	80%
13	Editorial Content	4	10	40%
14	Content Freshness	3	10	30%
15	Page Speed	4	10	40%
16	Mobile Usability	8	10	80%
17	Crawlability	2	10	20%
18	Backlink Profile	6	10	60%
19	Social Proof	0	10	0%
20	E-E-A-T Signals	5	10	50%

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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