

Directory SEO

COMPREHENSIVE AUDIT REPORT

Website: https://high-score-directory.example.com

Directory: High Score Directory

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TOTAL SCORE
Directory SEO: 166/200 | AI Visibility: 84/100
250/300

Section	Score	Max	Status
Structure & Architecture	42	50	Excellent
On-Page SEO	42	50	Excellent
Content Quality	32	40	Excellent
Technical SEO	25	30	Excellent
Authority & Trust	25	30	Excellent
AI Visibility	84	100	Excellent
TOTAL	250	300	A

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	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 (42/50)

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

[8/10] Structure Cat 1

[OK] This is a good finding

[X] This is a bad finding

[!] This is a warning

Recommendations:

> Implement this improvement

> Fix this issue immediately

[8/10] Structure Cat 2

[OK] This is a good finding

[X] This is a bad finding

[!] This is a warning

Recommendations:

> Implement this improvement

> Fix this issue immediately

[8/10] Structure Cat 3

[OK] This is a good finding

[X] This is a bad finding

[!] This is a warning

Recommendations:

> Implement this improvement

> Fix this issue immediately

[8/10] Structure Cat 4

[OK] This is a good finding

[X] This is a bad finding

[!] This is a warning

Recommendations:

> Implement this improvement

> Fix this issue immediately

[8/10] Structure Cat 5

[OK] This is a good finding

[X] This is a bad finding

[!] This is a warning

Recommendations:

- > Implement this improvement
- > Fix this issue immediately

ON-PAGE SEO (42/50)

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

[8/10] On-Page Cat 1

[OK] This is a good finding

[X] This is a bad finding

[!] This is a warning

Recommendations:

> Implement this improvement

> Fix this issue immediately

[8/10] On-Page Cat 2

[OK] This is a good finding

[X] This is a bad finding

[!] This is a warning

Recommendations:

> Implement this improvement

> Fix this issue immediately

[8/10] On-Page Cat 3

[OK] This is a good finding

[X] This is a bad finding

[!] This is a warning

Recommendations:

> Implement this improvement

> Fix this issue immediately

[8/10] On-Page Cat 4

[OK] This is a good finding

[X] This is a bad finding

[!] This is a warning

Recommendations:

> Implement this improvement

> Fix this issue immediately

[8/10] On-Page Cat 5

[OK] This is a good finding

[X] This is a bad finding

[!] This is a warning

Recommendations:

- > Implement this improvement
- > Fix this issue immediately

CONTENT QUALITY (32/40)

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

[8/10] Content Cat 1

[OK] This is a good finding

[X] This is a bad finding

[!] This is a warning

Recommendations:

> Implement this improvement

> Fix this issue immediately

[8/10] Content Cat 2

[OK] This is a good finding

[X] This is a bad finding

[!] This is a warning

Recommendations:

> Implement this improvement

> Fix this issue immediately

[8/10] Content Cat 3

[OK] This is a good finding

[X] This is a bad finding

[!] This is a warning

Recommendations:

> Implement this improvement

> Fix this issue immediately

[8/10] Content Cat 4

[OK] This is a good finding

[X] This is a bad finding

[!] This is a warning

Recommendations:

> Implement this improvement

> Fix this issue immediately

TECHNICAL SEO (25/30)

Page speed, mobile usability, and crawlability.

[8/10] Technical Cat 1

[OK] This is a good finding

[X] This is a bad finding

[!] This is a warning

Recommendations:

> Implement this improvement

> Fix this issue immediately

[8/10] Technical Cat 2

[OK] This is a good finding

[X] This is a bad finding

[!] This is a warning

Recommendations:

> Implement this improvement

> Fix this issue immediately

[8/10] Technical Cat 3

[OK] This is a good finding

[X] This is a bad finding

[!] This is a warning

Recommendations:

> Implement this improvement

> Fix this issue immediately

AUTHORITY & TRUST (25/30)

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

[8/10] Authority Cat 1

[OK] This is a good finding

[X] This is a bad finding

[!] This is a warning

Recommendations:

> Implement this improvement

> Fix this issue immediately

[8/10] Authority Cat 2

[OK] This is a good finding

[X] This is a bad finding

[!] This is a warning

Recommendations:

> Implement this improvement

> Fix this issue immediately

[8/10] Authority Cat 3

[OK] This is a good finding

[X] This is a bad finding

[!] This is a warning

Recommendations:

> Implement this improvement

> Fix this issue immediately

AI VISIBILITY (84/100)

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

[8/10] AI Cat 1

[OK] This is a good finding

[X] This is a bad finding

[!] This is a warning

Recommendations:

> Implement this improvement

> Fix this issue immediately

[8/10] AI Cat 2

[OK] This is a good finding

[X] This is a bad finding

[!] This is a warning

Recommendations:

> Implement this improvement

> Fix this issue immediately

[8/10] AI Cat 3

[OK] This is a good finding

[X] This is a bad finding

[!] This is a warning

Recommendations:

- > Implement this improvement
- > Fix this issue immediately

[8/10] AI Cat 4

[OK] This is a good finding

[X] This is a bad finding

[!] This is a warning

Recommendations:

- > Implement this improvement
- > Fix this issue immediately

[8/10] AI Cat 5

[OK] This is a good finding

[X] This is a bad finding

[!] This is a warning

Recommendations:

- > Implement this improvement
- > Fix this issue immediately

[8/10] AI Cat 6

[OK] This is a good finding

[X] This is a bad finding

[!] This is a warning

Recommendations:

- > Implement this improvement
- > Fix this issue immediately

[8/10] AI Cat 7

[OK] This is a good finding

[X] This is a bad finding

[!] This is a warning

Recommendations:

- > Implement this improvement
- > Fix this issue immediately

[8/10] AI Cat 8

[OK] This is a good finding

[X] This is a bad finding

[!] This is a warning

Recommendations:

- > Implement this improvement
- > Fix this issue immediately

[8/10] AI Cat 9

[OK] This is a good finding

[X] This is a bad finding

[!] This is a warning

Recommendations:

- > Implement this improvement
- > Fix this issue immediately

[8/10] AI Cat 10

[OK] This is a good finding

[X] This is a bad finding

[!] This is a warning

Recommendations:

- > Implement this improvement
- > Fix this issue immediately

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	8	10	80%
2	Structure Cat 2	8	10	80%
3	Structure Cat 3	8	10	80%
4	Structure Cat 4	8	10	80%
5	Structure Cat 5	8	10	80%
6	On-Page Cat 1	8	10	80%
7	On-Page Cat 2	8	10	80%
8	On-Page Cat 3	8	10	80%
9	On-Page Cat 4	8	10	80%
10	On-Page Cat 5	8	10	80%
11	Content Cat 1	8	10	80%
12	Content Cat 2	8	10	80%
13	Content Cat 3	8	10	80%
14	Content Cat 4	8	10	80%
15	Technical Cat 1	8	10	80%
16	Technical Cat 2	8	10	80%
17	Technical Cat 3	8	10	80%
18	Authority Cat 1	8	10	80%
19	Authority Cat 2	8	10	80%
20	Authority Cat 3	8	10	80%

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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