

Directory SEO

COMPREHENSIVE AUDIT REPORT

Website: https://test-directory.com

Directory: Test Directory

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TOTAL SCORE
Directory SEO: 138/200 | AI Visibility: 62/100
200/300

Section	Score	Max	Status
Structure & Architecture	35	50	Good
On-Page SEO	40	50	Excellent
Content Quality	25	40	Good
Technical SEO	20	30	Good
Authority & Trust	18	30	Good
AI Visibility	62	100	Good
TOTAL	200	300	B

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	15
Category Pages Analyzed	8
Location Pages Found	3
Sitemap URLs	100
Schema Objects Found	5

PRIORITY FIXES

Categories scoring below 50% that need immediate attention:

[!] Question Content (4/10): Add more FAQs

QUICK WINS

High-impact improvements you can make quickly:

- * Add llms.txt
- * Expand FAQ section

STRUCTURE & ARCHITECTURE (35/50)

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

[7/10] Listing Completeness

Test finding

Recommendations:

> Test rec

[8/10] Category Taxonomy

Good taxonomy

ON-PAGE SEO (40/50)

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

[8/10] Title Tags

Good titles

CONTENT QUALITY (25/40)

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

[6/10] Content Quality

Decent content

TECHNICAL SEO (20/30)

Page speed, mobile usability, and crawlability.

[7/10] Page Speed

Fast

AUTHORITY & TRUST (18/30)

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

[6/10] Backlinks

Some links

AI VISIBILITY (62/100)

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

[8/10] AI Crawler Access

[OK] AI bots allowed

Recommendations:

> Create llms.txt

[7/10] Structured Data Quality

[OK] Schema found

[6/10] Content Structure

Good H1/H2 structure

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

Some signals

[7/10] Brand Presence

Social links present

[6/10] Content Freshness

Recent dates found

[4/10] Question-Based Content

Limited FAQ

[5/10] Citations & Sources

Some citations

[8/10] Technical Performance

HTTPS, fast

[6/10] AI Platform Presence

YouTube present

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	8	10	80%
3	Title Tags	8	10	80%
4	Content Quality	6	10	60%
5	Page Speed	7	10	70%
6	Backlinks	6	10	60%

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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