

KURIOSBRAND

RALSearch.com
SEO & AI Visibility Audit

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Overall Score: 41/200

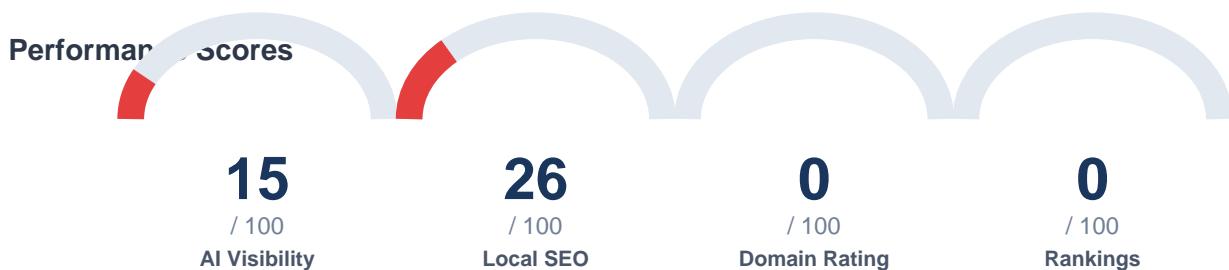
Client: Tom | RAL Search

Date: February 6, 2026

CONFIDENTIAL

EXECUTIVE SUMMARY

Website	ralsearch.com	Industry	Senior Living Directory
Target	Arizona → National	Status	No SEO Foundation



Key Findings

- **No rankings** — Not in top 100 for target keywords
- **No architecture** — Missing state/city/facility pages
- **Toxic backlinks** — 26 spam links need disavow
- **Zero schema** — Invisible to AI assistants

■ Investment: \$15-20K initial | \$2-3K/month

AI VISIBILITY ANALYSIS



15

/ 100

Score: 15/100 — CRITICAL

Factor Breakdown

AI Crawler Access	<div style="width: 40%; background-color: #c8512e; height: 10px;"></div>	4/10
Structured Data	<div style="width: 0%; background-color: #d3d3d3; height: 10px;"></div>	0/10
Content Structure	<div style="width: 60%; background-color: #2e9e51; height: 10px;"></div>	6/10
E-E-A-T Signals	<div style="width: 10%; background-color: #e74c3c; height: 10px;"></div>	1/10
Brand Presence	<div style="width: 0%; background-color: #d3d3d3; height: 10px;"></div>	0/10
Content Freshness	<div style="width: 0%; background-color: #d3d3d3; height: 10px;"></div>	0/10
FAQ Content	<div style="width: 0%; background-color: #d3d3d3; height: 10px;"></div>	0/10
Citations	<div style="width: 10%; background-color: #e74c3c; height: 10px;"></div>	1/10
Performance	<div style="width: 30%; background-color: #c8512e; height: 10px;"></div>	3/10
AI Platforms	<div style="width: 0%; background-color: #d3d3d3; height: 10px;"></div>	0/10

COMPETITOR ANALYSIS

Metric	Caring.com	A Place for Mom	RALSearch
Domain Rating	76	82	0
Facilities	10,000+	14,000+	0
Reviews	✓	387K+	✗
State Pages	50	50	0
City Pages	1,000+	1,000+	0
Schema	✓	✓	✗

Required URL Structure:

- State: /arizona
- City: /arizona/phoenix
- Facility: /arizona/phoenix/[facility-name]

BACKLINK AUDIT

■■■ TOXIC BACKLINK PROFILE

Domain Rating	0	Backlinks	26
Dofollow	15%	Ref. Domains	13

Toxic sources: seoagency.sale, backlinker.shop, rankpilot.shop, seoprobox.xyz, .icu/.party/.xyz link farms

Action: Submit disavow to Google Search Console within 2 weeks.

INVESTMENT & ROADMAP

Phase	Timeline	Deliverables	Cost
1. Foundation	Weeks 1-4	Disavow, architecture, schema	\$5,000
2. Arizona Build	Weeks 5-8	State + 10 city + 500 facility pages	\$6,000
3. Content & Links	Weeks 9-12	Content, FAQs, backlink outreach	\$4,000

TOTAL INITIAL	\$15,000
Monthly Maintenance	\$2,500/mo

6-Month Outcomes

- ✓ Rank page 2-3 for 'assisted living Phoenix'
- ✓ 500+ indexed pages
- ✓ DR 10-15
- ✓ 1,000+ monthly visitors

Next Steps

- 1 Confirm budget (\$15-20k)
- 2 30-min discovery call
- 3 Proposal in 48h
- 4 Kickoff in 1 week



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