Find SEO Wins with AI

Use this prompt to audit a Brilliant Directories site and apply SEO updates with Google Search Console, the built-in browser, and BD MCP.

Google + AI Search SEO Audit

PROMPT

Run a full Google + AI-search SEO pass on my Brilliant Directories site FindFitnessPros (https://find-fitness-pros.directoryup.com) using my "Fitness-Site" MCP connection and the built-in browser.

SETUP

1. Open the built-in browser to Google Search Console. If I'm not signed in, tell me and wait. Then open the URL-prefix property https://find-fitness-pros.directoryup.com/ (not my other properties).

2. Create a live Docs work log ("FindFitnessPros SEO Work Log") right away and update it after every step: status table, GSC baseline, every page changed (old → new), redirects, indexing requests, links added, schema/title changes, cleanup, and blocked items/decisions for me.

AUDIT

3. Pull the GSC baseline: clicks, impressions, CTR, position, top queries, top pages, indexed vs. not indexed.

4. Check /robots.txt and whether an XML sitemap exists.

5. List every static member-search page (seo_type = profile_search_results) and check each live: HTTP status, canonical tag, title/meta length, H1, schema types, how many real local members it lists (flag placeholder "Sample Member" and out-of-town listings), and internal links to other static pages.

FIX

6. Canonical fix: BD sets the canonical by stripping country/state from the URL (e.g. /texas/houston/personal-trainer → /houston/personal-trainer). For each static page whose canonical points elsewhere, change its filename to the canonical URL - test one page first, verify live that the custom content renders and the canonical is self, then do the rest. Skip and report any page whose target URL belongs to a sub-category or hub, or whose city is missing from listCities (the canonical collapses to the state page).

Google + AI Search SEO Audit (continued)

PROMPT

FIX (CONTINUED)

7. Create a 301 redirect from every old URL to its new URL (check for existing or reverse rules first).

8. In GSC URL Inspection, request indexing for each fixed page (about 10 a day; carry the rest to the next run).

9. Rewrite titles/meta to match how people search and ask AI: "Best [specialty] in [City], [ST] (2026) | FindFitnessPros". Add JSON-LD: ItemList of the real members shown, FAQPage, BreadcrumbList, and LocalBusiness/Service where it fits.

10. Build a strong internal-link web between canonical pages: city ↔ specialty ↔ hub, and nearby cities. Create county resource hub pages that each link to the top 5-10 cities in that county, prioritizing counties and cities where I have real members.

11. Set noindex (reversible) on test, blank and off-topic pages (tic-tac-toe, page-XXXXX, albums, API tests). Never delete pages, members or categories without asking me first.

12. If I sign in to managemydirectory.com in the browser, generate the XML sitemap there and submit it in GSC.

Proceed without asking for anything reversible; stop and ask only before deletions. Finish with a short summary and the work log link.

Example title and description

Find Fitness Pros Near You | Personal Trainers

Discover trusted personal trainers and fitness specialists near you. Browse profiles, compare services, and connect with the right pro today.