

# SEO Fix Guide

https://www.drshikhaaggarwal.com/gallery/  
Audit #1000 · 2026-07-26 13:18 · Overall 81/100

Total issues: **28** · Critical: **1** · High: **8** · Medium: **13** · Low: **6**

## Critical (1)

CriticalMetaPriority 97/100Trivial (~5m)

### Title tag present

No <title> tag was found in <head>.

### Location

Line 3 · html > head

```
> 2 <html lang="en-in">
  3 <head>
  4
```

### Generic best practice

Every page must have a unique, descriptive <title> tag inside <head>. 30-60 characters, primary keyword first.

### Code fix

Before:

```
<head>
  <!-- no <title> tag -->
</head>
```

After:

```
<head>
  <title>Your Page Title (30-60 chars)</title>
</head>
```

## High (8)

HighPage speedPriority 83/100Medium (~45m)

### Largest Contentful Paint

Poor: 12.12s.

### Generic best practice

Largest Contentful Paint should load within 2.5s. Optimise the largest above-the-fold element: compress hero images, preload critical assets, and eliminate render-blocking resources.

### Code fix

Before:

```

```

After:

```
<link rel="preload" as="image" href="hero.webp">

```

High Page speed Priority 78/100 Easy (~15m)

### Cumulative Layout Shift

Poor: 0.874.

#### Generic best practice

Cumulative Layout Shift should be under 0.1. Set explicit width/height on images, reserve space for embeds and ads, and avoid late-loading fonts that re-flow text.

#### Code fix

Before:

```

```

After:

```

```

High Page speed Priority 74/100 Medium (~45m)

### PageSpeed performance score

Score 17/100 — poor.

#### Generic best practice

Open Lighthouse in Chrome DevTools or PageSpeed Insights — the report lists specific opportunities ranked by impact.

High Page speed Priority 74/100 Medium (~45m)

### First Contentful Paint

Poor: 4.35s.

#### Generic best practice

First Contentful Paint should be under 1.8s. Inline critical CSS, defer non-critical CSS/JS, and use a CDN.

High Spam security Priority 74/100 Hard (~120m)

### No injected/obfuscated code

Potential hacked/injected-code signals: hidden offsite iframe.

#### Generic best practice

Potential hacked-site/injected-code signals found. Scan source for obfuscated scripts and hidden iframes, check for unexpected admin users and recently modified files, restore from a clean backup, update CMS/plugins, then request a review in Search Console.

#### Code fix

Before:

```
<script>eval(atob("...base64..."))</script>
```

After:

```
<!-- remove injected script; patch the vulnerability that allowed it -->
```

High Content Priority 68/100 Hard (~120m)

### Sufficient word count

Only 36 words — thin content.

#### Generic best practice

Expand the content. 300+ words is the minimum for a substantive page; 1000+ for competitive informational queries. Cover the topic thoroughly.

High Meta Priority 65/100 Easy (~15m)

### OpenGraph image present

Missing <meta property="og:image">.

#### Location

Line 3 · html > head

```
> 2 <html lang="en-in">
  3 <head>
  4
```

#### Generic best practice

Add an Open Graph image so links to this page render as a rich card on social platforms. Use 1200x630 px, JPEG/PNG, under 1MB.

#### Code fix

Before:

```
<head>
<!-- no og:image -->
</head>
```

After:

```
<head>
<meta property="og:image" content="https://yoursite.com/og-image.jpg">
<meta property="og:image:width" content="1200">
<meta property="og:image:height" content="630">
</head>
```

High Images Priority 64/100 Easy (~15m)

### Images have alt text

3 of 38 images missing alt attribute.

#### Location

Line 12 · html > head > noscript > img

```
> 11 src="https://www.facebook.com/tr?id=1802216587083591&ev=PageView&noscript=1"
  12 /></noscript>
  13 <!-- End Meta Pixel Code -->
```

#### Generic best practice

Every <img> needs an alt attribute. Alt text helps screen readers, image search ranking, and shows when the image fails to load. Use alt="" only for purely decorative images.

#### Code fix

Before:

```

```

After:

```

```

## Medium (13)

Medium Page speed Priority 64/100 Medium (~45m)

### Largest Contentful Paint (field, this URL)

Needs improvement: 3.57s.

#### Generic best practice

Real users experience slow Largest Contentful Paint (Chrome UX Report field data). Optimise the largest above-the-fold element: serve a properly sized, modern-format hero image, preload it, and cut render-blocking CSS/JS.

Medium Content Priority 62/100 Medium (~45m)

## E-E-A-T: Expertise

Moderate:

### Generic best practice

Show expertise: author bio with credentials, citations to reputable sources, in-depth coverage of the topic, technical accuracy.

Medium Content Priority 62/100 Medium (~45m)

## E-E-A-T: Trustworthiness

Moderate:

### Generic best practice

Add trust signals: clear contact info, privacy policy, terms of service, customer reviews, security badges, real photos of team/location.

Medium Meta Priority 59/100 Trivial (~5m)

## Meta description length

Description is 172 characters — likely truncated.

### Location

Line 36 · html > head > meta:nth-of-type(5)

```
35 <title>Clinic Gallery - Dr. Shikha Aggarwal Dermatologist</title>
> 36 <meta name="description" content="Explore our treatment gallery showcasing real patient results in
    skin, hair, laser, and aesthetic procedures performed with advanced technology and expert care in Ludhiana."
/>
37 <link rel="canonical" href="https://www.drshikhaaggarwal.com/gallery/" />
```

### Generic best practice

Meta description is outside the 120-160 character range. Too short = thin content; too long = truncated by Google.

### Code fix

Before:

```
<meta name="description" content="172 chars">
```

After:

```
<meta name="description" content="Rewritten description, 120-160 chars, with the primary keyword and a value proposition.">
```

Medium Page speed Priority 59/100 Easy (~15m)

## Compression enabled

No gzip/brotli content-encoding header.

### Generic best practice

Enable gzip or Brotli compression on your server. Typically cuts text payload by 70-80% — easy LCP win.

Medium Images Priority 59/100 Medium (~45m)

### Modern image formats

No images use webp/avif.

#### Generic best practice

Convert images to WebP or AVIF — typically 25-50% smaller than JPEG/PNG with no visible quality loss. Use <picture> for fallback.

#### Code fix

Before:

```

```

After:

```
<picture>
  <source type="image/avif" srcset="photo.avif">
  <source type="image/webp" srcset="photo.webp">
  
</picture>
```

Medium Content Priority 58/100 Hard (~120m)

### Content present without JavaScript

The page returns little server-rendered text and appears to build its content with JavaScript. This audit only sees the initial HTML, so content-dependent checks may understate the real page.

#### Generic best practice

Little content is present in the server HTML — it appears to be built by JavaScript, which crawlers may not fully render. Use server-side rendering (SSR) or prerendering so the full content is in the initial HTML response.

Medium Content Priority 58/100 Hard (~120m)

### E-E-A-T: Experience

Moderate:

#### Generic best practice

Demonstrate first-hand experience: original photos, personal anecdotes, before/after results, screenshots from the actual product/service.

Medium Content Priority 58/100 Hard (~120m)

### E-E-A-T: Authoritativeness

Moderate:

#### Generic best practice

Build authoritativeness: links from respected sites in your niche, mentions in industry publications, About page detailing your expertise.

Medium Ssl security Priority 54/100 Easy (~15m)

### HSTS header present

Missing strict-transport-security header.

#### Generic best practice

Add Strict-Transport-Security header so browsers refuse HTTP for your domain after the first visit. Bumps SSL Labs grade to A+.

#### Code fix

After:

```
Strict-Transport-Security: max-age=31536000; includeSubDomains
```

Medium Links Priority 53/100 Easy (~15m)

### External links safe

6 external \_blank links missing rel=noopener.

### Generic best practice

Add rel="noopener noreferrer" to target="\_blank" links. Without noopener, the linked page can manipulate your window object — security + perf risk.

### Code fix

Before:

```
<a href="https://other.com" target="_blank">External</a>
```

After:

```
<a href="https://other.com" target="_blank" rel="noopener noreferrer">External</a>
```

Medium Domain security Priority 53/100 Easy (~15m)

### DMARC record present

No DMARC record found at \_dmarc.drshikhaaggarwal.com.

### Generic best practice

Publish a DMARC record to tell receivers what to do with mail that fails SPF/DKIM, and where to send reports. Start at p=none to monitor, then tighten to quarantine/reject.

### Code fix

Before:

```
# no _dmarc TXT record
```

After:

```
_dmarc.example.com. IN TXT "v=DMARC1; p=quarantine; rua=mailto:dmarc@example.com"
```

Medium Domain security Priority 44/100 Easy (~15m)

### Security headers configured

Most security headers are missing: strict-transport-security, content-security-policy, x-content-type-options, x-frame-options, permissions-policy.

### Generic best practice

Add the recommended HTTP security headers at the server/CDN level to harden the site.

### Code fix

Before:

```
# missing headers
```

After:

```
# nginx
add_header X-Frame-Options "SAMEORIGIN";
add_header X-Content-Type-Options "nosniff";
add_header Referrer-Policy "strict-origin-when-cross-origin";
add_header Permissions-Policy "geolocation=(), microphone=()";
add_header Strict-Transport-Security "max-age=31536000; includeSubDomains";
```

## Low (6)

Low Spam security Priority 53/100 Easy (~15m)

### No sneaky redirects

5 JavaScript redirect(s) to absolute URLs found.

#### Generic best practice

Remove automatic redirects that send users somewhere different from what search engines see. If a redirect is legitimate, use a server-side 301 to the correct destination.

#### Code fix

Before:

```
<meta http-equiv="refresh" content="0;url=http://other-site.tld/">
```

After:

```
<!-- no auto-redirect; or a proper server 301 to the intended page -->
```

Low Images Priority 44/100 Easy (~15m)

### Below-fold images lazy

Only 2 of 38 images use loading="lazy".

#### Generic best practice

Add loading="lazy" to images below the fold. Saves bandwidth, speeds up initial page load.

#### Code fix

Before:

```

```

After:

```

```

Low Headings Priority 40/100 Medium (~45m)

### Sufficient H2 tags

Only 0 H2 tags.

#### Generic best practice

Use H2s to break content into scannable sections. Pages with no H2 read as a wall of text — worse for users and for search relevance.

#### Code fix

Before:

```
<!-- no H2 sections -->
```

After:

```
<h2>First Major Section</h2>
<p>...</p>
<h2>Second Major Section</h2>
<p>...</p>
```

Low Ssl security Priority 39/100 Trivial (~5m)

### X-Content-Type-Options

Missing x-content-type-options header.

#### Generic best practice

Add X-Content-Type-Options: nosniff so browsers honour the Content-Type and don't MIME-sniff for malicious files.

#### Code fix

After:

```
X-Content-Type-Options: nosniff
```

Low Sitemap Priority 37/100 Trivial (~5m)

### Sitemap referenced

robots.txt does not reference a sitemap.

### Generic best practice

Reference your sitemap from robots.txt so crawlers can find it without guessing.

### Code fix

After:

```
User-agent: *  
Allow: /  
  
Sitemap: https://yoursite.com/sitemap.xml
```

Low Ssl security Priority 32/100 Medium (~45m)

### CSP header present

Missing content-security-policy header.

### Generic best practice

Add a Content-Security-Policy header to block XSS by whitelisting allowed script/style sources.

### Code fix

After:

```
Content-Security-Policy: default-src 'self'; script-src 'self' 'unsafe-inline'
```