SEO Fix Guide

https://www.drshikhaaggarwal.com/videos/
Audit #1004 · 2026-07-26 13:20 · Overall 81/100

Total issues: **29** · Critical: **1** · High: **8** · Medium: **12** · Low: **8**

Critical (1)

Critical | Meta | Priority 97/100 | Trivial (~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)

High | Page speed | Priority 83/100 | Medium (~45m)

Largest Contentful Paint

Poor: 15.53s.

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:

```
<img src="hero.jpg">
```

After:

```
<link rel="preload" as="image" href="hero.webp">
<img src="hero.webp" fetchpriority="high" width="1200" height="600" alt="...">
```

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

Cumulative Layout Shift

Poor: 0.414.

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:

```
<img src="photo.jpg">
```

After:

```
<img src="photo.jpg" width="800" height="600" alt="...">
```

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

PageSpeed performance score

Score 26/100 — 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 34 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 81 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:

```
<img src="photo.jpg">
```

After:

```
<img src="photo.jpg" alt="Descriptive text describing the image content">
```

Medium (12)

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 115 characters — too short.

Location

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

```
    35   <title>Videos - Dr. Shikha Aggarwal Dermatologist</title>
>   36   <meta name="description" content="Watch our latest videos on skin and hair treatments and gain
insightful information about the treatment procedures." />
    37   <link rel="canonical" href="https://www.drshikhaaggarwal.com/videos/" />
```

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="115 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 · 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 (8)

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 49/100 | Medium (~45m)

Modern image formats

32/81 images use modern formats.

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:

```
<img src="photo.jpg">
```

After:

```
<picture>
  <source type="image/avif" srcset="photo.avif">
  <source type="image/webp" srcset="photo.webp">
  <img src="photo.jpg" alt="...">
</picture>
```

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

Below-fold images lazy

Only 2 of 81 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:

```
<img src="below-fold.jpg">
```

After:

```
<img src="below-fold.jpg" loading="lazy" width="..." height="..." alt="...">
```

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 Headings Priority 39/100 Trivial (~5m)

H1 has reasonable length

H1 is only 6 chars.

Location

Line **1648** · `div.eltdf-content-inner > div.eltdf-title-holder > div.eltdf-title-wrapper > div.eltdf-title-inner > div.eltdf-grid > h1.eltdf-page-title`

```
  1647     <div class="eltdf-grid">
> 1648           <h1 class="eltdf-page-title entry-title" >Videos</h1>
  1649             </div>
```

Generic best practice

H1 should be 20-70 characters — long enough to be descriptive, short enough to be scannable.

Code fix

Before:

```
<h1>6 chars</h1>
```

After:

```
<h1>Descriptive 20-70 character heading</h1>
```

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'
```