

SEO Fix Guide

https://www.drshikhaaggarwal.com/what-is-the-best-skincare-routine-for-oily-skin/
Audit #1006 · 2026-07-26 13:21 · Overall 83/100

Total issues: 29 · Critical: 1 · High: 5 · Medium: 17 · 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 (5)

HighPage speedPriority 83/100Medium (~45m)

Largest Contentful Paint

Poor: 4.8s.

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">

HighPage speedPriority 74/100Medium (~45m)

PageSpeed performance score

Score 39/100 — 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: 4.65s.

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 Images Priority 64/100 Easy (~15m)

Images have alt text

3 of 17 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 (17)

Medium Page speed Priority 68/100 Easy (~15m)

Cumulative Layout Shift

Needs improvement: 0.175.

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:

```

```

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 112 characters — too short.

Location

Line 37 · `html > head > meta:nth-of-type(5)`

```
36 <title>What is the Best Skincare Routine for Oily Skin?</title>
> 37 <meta name="description" content="Discover the best skincare routine for oily skin to control shine,
    prevent acne breakouts, and maintain balance." />
38 <link rel="canonical" href="https://www.drshikhaaggarwal.com/what-is-the-best-skincare-routine-for-
    oily-skin/" />
```

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="112 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)

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 Images Priority 50/100 Medium (~45m)

Images are reasonably sized

1 of 10 sampled images exceed 200 KB.

Generic best practice

Some images exceed the size budget and slow the page. Resize to the displayed dimensions, compress, and serve modern formats (WebP/AVIF) with responsive srcset.

Code fix

Before:

```
 <!-- 1.8 MB, 4000px wide -->
```

After:

```

```

Medium Geo Priority 48/100 Medium (~45m)

Content provides clear answers

Moderate (5/10).

Generic best practice

Lead each section with a direct, citable answer to the question users would ask. AI engines (ChatGPT, Perplexity) cite the clearest, most specific sentences.

Medium Geo Priority 48/100 Medium (~45m)

High factual density

Moderate (5/10).

Generic best practice

Add concrete facts — numbers, dates, percentages, named sources. Vague prose doesn't get cited; specific data does.

Medium Geo Priority 48/100 Medium (~45m)

Structured for AI extraction

Moderate (5/10).

Generic best practice

Add bulleted lists, sub-headings, definitions, and TL;DR sections. AI engines prefer clearly structured content for extraction.

Medium Geo Priority 48/100 Medium (~45m)

Cites authoritative sources

Moderate (5/10).

Generic best practice

Cite authoritative external sources (links, references). Pages that cite reputable sources are themselves cited more often.

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 49/100 Medium (~45m)

Modern image formats

2/17 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:

```

```

After:

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

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

Below-fold images lazy

Only 2 of 17 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 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'
```