

SEO Fix Guide

https://primeivfcentre.com/
Audit #13 · 2026-04-24 11:27 · Overall 73/100

Total issues: 32 · High: 11 · Medium: 12 · Low: 9

High (11)

High Schema

JSON-LD is valid JSON

1 JSON-LD block(s) failed to parse.

Generic best practice

Validate at <https://validator.schema.org/>.

High Technical

Response time acceptable

Fetches in 3431 ms — too slow.

Generic best practice

Investigate server performance, caching, CDN.

High Page speed

Largest Contentful Paint

Poor: 6.35s.

Generic best practice

Improve to ≤ 2.5 s.

High Page speed

First Contentful Paint

Poor: 3.68s.

Generic best practice

Improve to ≤ 1.8 s.

High Links

No broken internal links

2 of 10 sampled internal links broken.

Generic best practice

Fix or remove broken links: <https://primeivfcentre.com/cdn-cgi/l/email-protection#b595dcbd3daf5c5c7dcd8d0dcc3d3d6d0dbc1c7d09bd6dad8> (HTTP 0); <https://primeivfcentre.com/cdn-cgi/l/email-protection#a989c0c7cfc6e9d9dbc0c4ccc0dfcfcaccc7dddbcc87cac6c4> (HTTP 0)

High Images

Images have alt text

46 of 97 images missing alt attribute.

Generic best practice

Add alt text describing each image (alt="" for purely decorative).

High Images

Images have dimensions

Only 2/97 images have explicit dimensions.

Generic best practice

Add width/height attributes — required to avoid layout shift.

High Geo

Content provides clear answers

Weak (3/10).

Generic best practice

Add structured data markup (Schema.org MedicalBusiness, MedicalClinic) to help AI systems extract key facts like services, locations, credentials, and success rates

High Geo

High factual density

Weak (2/10).

Generic best practice

Remove CSS and JavaScript code from content - this dominates the page and obscures actual informational content for AI crawlers

High Geo

Structured for AI extraction

Weak (1/10).

Generic best practice

Include specific, verifiable credentials: doctor names with qualifications, accreditations (ISO, NABH), publication references, and detailed methodology explanations

High Geo

Cites authoritative sources

Weak (0/10).

Generic best practice

Structure content with clear semantic HTML headings (H1, H2, H3) that answer specific questions like 'What is IVF success rate?', 'What treatments are offered?', 'What are the costs?'

Medium (12)

Medium Meta

Title length

Title is 62 characters — likely truncated in SERPs.

Generic best practice

Trim to 30–60 characters.

Medium Meta

Meta description length

Description is 171 characters — likely truncated.

Generic best practice

Trim to 120–160 characters.

Medium Headings

Heading hierarchy

Heading levels skipped 8 times.

Generic best practice

Maintain logical heading order (h1 → h2 → h3, no jumps).

Medium Ssl security

HSTS header present

Missing strict-transport-security header.

Generic best practice

Add strict-transport-security for hardened security posture.

Medium Page speed

PageSpeed performance score

Score 63/100 — improve.

Generic best practice

Investigate Lighthouse opportunities.

Medium Page speed

Compression enabled

No gzip/brotli content-encoding header.

Generic best practice

Enable gzip or Brotli on your server.

Medium Links

External links safe

7 external _blank links missing rel=noopener.

Generic best practice

Add rel="noopener noreferrer" to target="_blank" links for security.

Medium Content

E-E-A-T: Experience

Moderate: The site claims 23 years of experience and 12,000+ treated patients, showing substantial practical experience in fertility treatment. However, the content lacks detailed case studies, patient journey narratives, or specific demonstrable first-hand accounts that would strengthen experience signals.

Generic best practice

Strengthen Experience signals on this page.

Medium Content

E-E-A-T: Expertise

Moderate: The site lists multiple specialized IVF treatments and advanced procedures (PGS, PGD, ERA, MACS), indicating technical knowledge in reproductive medicine. However, there is minimal educational content, research publications, or detailed explanations of procedures that would demonstrate deep subject matter expertise.

Generic best practice

Strengthen Expertise signals on this page.

Medium Content

E-E-A-T: Authoritativeness

Moderate: While claiming to be a leading fertility center with locations in Delhi NCR and international presence, there are no visible third-party recognitions, medical board certifications, awards, or authoritative backlinks mentioned. The 85% success rate claim lacks transparent data or independent verification.

Generic best practice

Strengthen Authoritativeness signals on this page.

Medium Content

E-E-A-T: Trustworthiness

Moderate: The site includes contact information and physical locations, but lacks crucial trust signals like detailed doctor credentials, transparent pricing, verifiable patient testimonials with identifiable information, or clear privacy policies. The aggressive marketing language and popup forms may reduce perceived trustworthiness for medical services.

Generic best practice

Strengthen Trustworthiness signals on this page.

Medium Mobile

Tap targets reasonable

6 interactive elements have inline font-size below 12px.

Generic best practice

Ensure tap targets are at least 44×44 px and 12px+ font size.

Low (9)

Low Meta

Twitter card present

Missing <meta name="twitter:card">.

Generic best practice

Add the twitter:card meta tag for rich social previews.

Low Technical

HTML5 doctype

No or non-HTML5 doctype.

Generic best practice

Use <!DOCTYPE html>.

Low Sitemap

Sitemap referenced

robots.txt does not reference a sitemap.

Generic best practice

Add "Sitemap: https://primeivfcentre.com/sitemap.xml" to robots.txt.

Low Ssl security

CSP header present

Missing content-security-policy header.

Generic best practice

Add content-security-policy for hardened security posture.

Low Ssl security

X-Content-Type-Options

Missing x-content-type-options header.

Generic best practice

Add x-content-type-options for hardened security posture.

Low Links

Descriptive anchor text

20% of anchor texts are generic ("click here", etc.).

Generic best practice

Use descriptive anchor text containing target keywords.

Low Images

Below-fold images lazy

Only 1 of 97 images use loading="lazy".

Generic best practice

Add loading="lazy" to images below the fold.

Low Images

Modern image formats

47/97 images use modern formats.

Generic best practice

Convert remaining images to WebP or AVIF for smaller payload.

Low Content

Readable prose

Flesch reading ease 35.8 — fairly difficult.

Generic best practice

Shorten sentences and use simpler words.