

SEO Audit Report

https://primeivfcentre.com/
Audit #13 · 2026-04-24 11:27 · 61.88 s



✓ 34 pass · ! 21 warn · ✗ 11 fail

Category scores

Category	Score
Geo	15/100
Meta	88/100
Links	58/100
Images	45/100
Mobile	87/100
Schema	80/100
Content	58/100
Sitemap	93/100
Headings	90/100
Hreflang	100/100
Technical	84/100
Page Speed	68/100
Ssl Security	80/100

Meta (11)

Status	Check	Message	Recommendation
Pass	Title tag present title_present	Title tag found.	—
Warning	Title length title_length	Title is 62 characters — likely truncated in SERPs.	Trim to 30-60 characters.
Pass	Title is descriptive title_unique_words	13 words — descriptive enough.	—
Pass	Meta description present meta_description_present	Meta description present.	—
Warning	Meta description length meta_description_length	Description is 171 characters — likely truncated.	Trim to 120-160 characters.
Pass	OpenGraph title present og_title_present	Og title present present.	—
Pass	OpenGraph description present og_description_present	Og description present present.	—
Pass	OpenGraph image present og_image_present	Og image present present.	—
Warning	Twitter card present twitter_card_present	Missing <meta name="twitter:card">.	Add the twitter:card meta tag for rich social previews.

Status	Check	Message	Recommendation
Pass	Viewport meta tag present meta_viewport_present	Viewport meta tag present.	—
Pass	Charset meta tag present meta_charset_present	Charset declared.	—

Headings (5)

Status	Check	Message	Recommendation
Pass	H1 tag present h1_present	Found 1 H1.	—
Pass	Single H1 tag h1_count	Exactly one H1.	—
Pass	H1 has reasonable length h1_length	H1 length 80 chars.	—
Pass	Sufficient H2 tags h2_count	8 H2 tags — good content structure.	—
Warning	Heading hierarchy heading_hierarchy	Heading levels skipped 8 times.	Maintain logical heading order (h1 → h2 → h3, no jumps).

Schema (6)

Status	Check	Message	Recommendation
Pass	JSON-LD structured data present schema_json_ld_present	5 JSON-LD blocks present.	—
Fail	JSON-LD is valid JSON schema_valid_json	1 JSON-LD block(s) failed to parse.	Validate at https://validator.schema.org/ .
Pass	Recommended schema types used schema_recommended_types	Recommended schema types found.	—
Pass	No deprecated schema types schema_no_deprecated	No deprecated schema types.	—
Pass	No restricted schema types schema_no_restricted	No restricted schema types.	—
Info	Microdata or RDFa present schema_microdata_present	No microdata. JSON-LD is preferred — this is informational only.	—

Technical (8)

Status	Check	Message	Recommendation
Pass	Canonical URL present canonical_present	Canonical link found.	—
Info	Canonical self-references canonical_self_referencing	Canonical points elsewhere (https://www.primeivfcentre.com/).	—
Pass	Page is indexable robots_meta_indexable	No noindex directive.	—
Pass	HTML lang attribute lang_attribute_present	<html lang="en"> declared.	—

Status	Check	Message	Recommendation
Warning	HTML5 doctype doctype_html5	No or non-HTML5 doctype.	Use <!DOCTYPE html>.
Pass	Favicon present favicon_present	Favicon declared.	—
Pass	HTTP status 2xx http_status_ok	Server returned 200.	—
Fail	Response time acceptable response_time_ok	Fetches in 3431 ms — too slow.	Investigate server performance, caching, CDN.

Sitemap (4)

Status	Check	Message	Recommendation
Pass	robots.txt accessible robots_txt_found	robots.txt found.	—
Pass	robots.txt does not block robots_txt_no_block	robots.txt does not block this page.	—
Pass	sitemap.xml accessible sitemap_xml_found	Sitemap found at https://primeivfcentre.com/sitemap.xml.	—
Warning	Sitemap referenced sitemap_referenced	robots.txt does not reference a sitemap.	Add "Sitemap: https://primeivfcentre.com/sitemap.xml" to robots.txt.

Ssl Security (6)

Status	Check	Message	Recommendation
Pass	Page served over HTTPS ssl_https	Served over HTTPS.	—
Pass	TLS handshake succeeds ssl_valid	TLS handshake succeeded.	—
Pass	HTTP redirects to HTTPS http_redirects_to_https	HTTP requests redirect to HTTPS.	—
Warning	HSTS header present hsts_header_present	Missing strict-transport-security header.	Add strict-transport-security for hardened security posture.
Warning	CSP header present csp_header_present	Missing content-security-policy header.	Add content-security-policy for hardened security posture.
Warning	X-Content-Type-Options x_content_type_options	Missing x-content-type-options header.	Add x-content-type-options for hardened security posture.

Page Speed (8)

Status	Check	Message	Recommendation
Warning	PageSpeed performance score pagespeed_score	Score 63/100 — improve.	Investigate Lighthouse opportunities.

Status	Check	Message	Recommendation
Fail	Largest Contentful Paint lcp_within_threshold	Poor: 6.35s.	Improve to ≤ 2.5s.
Pass	Cumulative Layout Shift cls_within_threshold	Within good threshold (0).	—
Fail	First Contentful Paint fcp_within_threshold	Poor: 3.68s.	Improve to ≤ 1.8s.
Pass	Time To First Byte ttfb_within_threshold	Within good threshold (0.12s).	—
Info	Interaction to Next Paint inp_within_threshold	INP is a field-only metric — not measured here.	—
Pass	Few render-blocking resources render_blocking_resources	No render-blocking resources detected.	—
Warning	Compression enabled gzip_or_brotli	No gzip/brotli content-encoding header.	Enable gzip or Brotli on your server.

Links (4)

Status	Check	Message	Recommendation
Pass	Healthy internal link count internal_link_count	10 unique internal links.	—
Fail	No broken internal links no_broken_internal_links	2 of 10 sampled internal links broken.	Fix or remove broken links: https://primeivfcentre.com/cdn-cgi/l/email-protection#b595dcdbd3daf5c5c7dcd8d0dcc3d3d6d0dbc1c7d09bd6dad8 (HTTP 0); https://primeivfcentre.com/cdn-cgi/l/email-protection#a989c0c7cfc6e9d9dbc0c4ccc0dfcfcaccc7dddbcc87cac6c4 (HTTP 0)
Warning	External links safe external_links_safe	7 external _blank links missing rel=noopener.	Add rel="noopener noreferrer" to target="_blank" links for security.
Warning	Descriptive anchor text descriptive_anchor_text	20% of anchor texts are generic ("click here", etc.).	Use descriptive anchor text containing target keywords.

Images (4)

Status	Check	Message	Recommendation
Fail	Images have alt text images_alt_present	46 of 97 images missing alt attribute.	Add alt text describing each image (alt="" for purely decorative).
Warning	Below-fold images lazy images_lazy_loaded	Only 1 of 97 images use loading="lazy".	Add loading="lazy" to images below the fold.
Warning	Modern image formats images_modern_formats	47/97 images use modern formats.	Convert remaining images to WebP or AVIF for smaller payload.
Fail	Images have dimensions images_have_dimensions	Only 2/97 images have explicit dimensions.	Add width/height attributes — required to avoid layout shift.

Content (6)

Status	Check	Message	Recommendation
Pass	Sufficient word count word_count	8544 words — substantive content.	—
Warning	Readable prose readability	Flesch reading ease 35.8 — fairly difficult.	Shorten sentences and use simpler words.
Warning	E-E-A-T: Experience eeat_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.	Strengthen Experience signals on this page.
Warning	E-E-A-T: Expertise eeat_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.	Strengthen Expertise signals on this page.
Warning	E-E-A-T: Authoritativeness eeat_authority	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.	Strengthen Authoritativeness signals on this page.
Warning	E-E-A-T: Trustworthiness eeat_trust	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.	Strengthen Trustworthiness signals on this page.

Mobile (4)

Status	Check	Message	Recommendation
Pass	Viewport set for mobile mobile_viewport	Responsive viewport configured.	—
Warning	Tap targets reasonable mobile_tap_targets	6 interactive elements have inline font-size below 12px.	Ensure tap targets are at least 44×44 px and 12px+ font size.
Info	Legible font sizes mobile_font_size	No inline body font-size — relying on stylesheet defaults.	—
Pass	No Flash/legacy plugins mobile_no_flash	No legacy plugin elements.	—

Hreflang (4)

Status	Check	Message	Recommendation
Info	hreflang tags present (if i18n) hreflang_present	No hreflang tags. OK for monolingual sites.	—
Skipped	hreflang codes valid hreflang_valid_codes	No hreflang to evaluate.	—

Status	Check	Message	Recommendation
Skipped	hreflang self-reference hreflang_self_ref	No hreflang to evaluate.	—
Skipped	hreflang x-default present hreflang_x_default	No hreflang to evaluate.	—

Geo (4)

Status	Check	Message	Recommendation
Fail	Content provides clear answers geo_clear_answers	Weak (3/10).	Add structured data markup (Schema.org MedicalBusiness, MedicalClinic) to help AI systems extract key facts like services, locations, credentials, and success rates
Fail	High factual density geo_factual_density	Weak (2/10).	Remove CSS and JavaScript code from content - this dominates the page and obscures actual informational content for AI crawlers
Fail	Structured for AI extraction geo_structured_for_ai	Weak (1/10).	Include specific, verifiable credentials: doctor names with qualifications, accreditations (ISO, NABH), publication references, and detailed methodology explanations
Fail	Cites authoritative sources geo_authoritative_sources	Weak (0/10).	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?'