

SEO Audit Report

https://ivfchandigarh.com/
Audit #15 · 2026-04-24 11:44 · 53.00 s



✓ 38 pass · ! 12 warn · ✗ 10 fail

Category scores

Category	Score
Geo	28/100
Meta	89/100
Links	88/100
Images	90/100
Mobile	100/100
Schema	0/100
Content	67/100
Sitemap	100/100
Headings	50/100
Hreflang	100/100
Technical	94/100
Page Speed	53/100
Ssl Security	87/100

Meta (11)

Status	Check	Message	Recommendation
Pass	Title tag present title_present	Title tag found.	—
Pass	Title length title_length	Title length 42 chars — within recommended range.	—
Pass	Title is descriptive title_unique_words	8 words — descriptive enough.	—
Pass	Meta description present meta_description_present	Meta description present.	—
Pass	Meta description length meta_description_length	Description 149 chars — within range.	—
Pass	OpenGraph title present og_title_present	Og title present present.	—
Pass	OpenGraph description present og_description_present	Og description present present.	—
Warning	OpenGraph image present og_image_present	Missing <meta property="og:image">.	Add the og:image meta tag for rich social previews.
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
Fail	H1 tag present h1_present	No <h1> found.	Every page should have one descriptive H1.
Skipped	Single H1 tag h1_count	No H1 to evaluate.	—
Skipped	H1 has reasonable length h1_length	No H1 to evaluate.	—
Pass	Sufficient H2 tags h2_count	7 H2 tags — good content structure.	—
Warning	Heading hierarchy heading_hierarchy	Heading levels skipped 4 times.	Maintain logical heading order (h1 → h2 → h3, no jumps).

Schema (6)

Status	Check	Message	Recommendation
Fail	JSON-LD structured data present schema_json_ld_present	No JSON-LD scripts found.	Add structured data (Organization, WebSite, BreadcrumbList).
Skipped	JSON-LD is valid JSON schema_valid_json	No JSON-LD to evaluate.	—
Skipped	Recommended schema types used schema_recommended_types	No JSON-LD to evaluate.	—
Skipped	No deprecated schema types schema_no_deprecated	No JSON-LD to evaluate.	—
Skipped	No restricted schema types schema_no_restricted	No JSON-LD to evaluate.	—
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.ivfchandigarh.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
Pass	HTML5 doctype doctype_html5	HTML5 doctype declared.	—
Pass	Favicon present favicon_present	Favicon declared.	—
Pass	HTTP status 2xx http_status_ok	Server returned 200.	—
Warning	Response time acceptable response_time_ok	Fetches in 1848 ms — acceptable but slow.	Aim for under 800 ms TTFB.

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://www.ivfchandigarh.com/sitemap.xml.	—
Pass	Sitemap referenced sitemap_referenced	Sitemap referenced from 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.	—
Pass	HSTS header present hsts_header_present	strict-transport-security header present.	—
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
Fail	PageSpeed performance score pagespeed_score	Score 29/100 — poor.	Major performance work required.
Fail	Largest Contentful Paint lcp_within_threshold	Poor: 8.5s.	Improve to ≤ 2.5s.
Fail	Cumulative Layout Shift cls_within_threshold	Poor: 1.055.	Improve to ≤ 0.1.

Status	Check	Message	Recommendation
Fail	First Contentful Paint fcp_within_threshold	Poor: 4.24s.	Improve to ≤ 1.8 s.
Pass	Time To First Byte ttfb_within_threshold	Within good threshold (0.01s).	—
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	99 unique internal links.	—
Pass	No broken internal links no_broken_internal_links	All 10 sampled internal links return success.	—
Warning	External links safe external_links_safe	7 external _blank links missing rel=noopener.	Add rel="noopener noreferrer" to target="_blank" links for security.
Pass	Descriptive anchor text descriptive_anchor_text	Anchor texts are descriptive.	—

Images (4)

Status	Check	Message	Recommendation
Pass	Images have alt text images_alt_present	All 16 images have alt attribute (empty alt OK for decorative).	—
Pass	Below-fold images lazy images_lazy_loaded	16/16 images use loading="lazy".	—
Warning	Modern image formats images_modern_formats	9/16 images use modern formats.	Convert remaining images to WebP or AVIF for smaller payload.
Pass	Images have dimensions images_have_dimensions	All images have width/height set.	—

Content (6)

Status	Check	Message	Recommendation
Pass	Sufficient word count word_count	7904 words — substantive content.	—
Fail	Readable prose readability	Flesch reading ease -225.1 — very difficult.	Aggressively simplify prose for general audience.

Status	Check	Message	Recommendation
Pass	E-E-A-T: Experience eeat_experience	Strong: The center demonstrates substantial real-world experience with over 30 years of operation since 1989, claiming 12,800+ deliveries and 16,000+ IVF cycles. Patient testimonials and detailed historical event documentation from 2001-2025 support their long-standing practice.	—
Pass	E-E-A-T: Expertise eeat_expertise	Strong: The site shows medical expertise through specialized services (PGD/PGS, endoscopy, NICU), multiple specialists across disciplines, and hosting 21 ART update conferences. However, limited detailed information about specific credentials, success rates, and research publications weakens the demonstration of cutting-edge expertise.	—
Warning	E-E-A-T: Authoritativeness eeat_authority	Moderate: Authority is moderately established through being described as 'pioneers in IVF in North India' and oldest IVF center in Chandigarh, with academic events and international patient reach. However, there's limited external validation, accreditations, peer recognition, or third-party endorsements visible.	Strengthen Authoritativeness signals on this page.
Warning	E-E-A-T: Trustworthiness eeat_trust	Moderate: Trust indicators include transparency about services, multiple contact methods, and statutory reports mentioned. However, the page lacks crucial trust signals like detailed pricing, comprehensive physician credentials, clear privacy policies, patient safety certifications, and verifiable success rate data that are essential 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.	—
Pass	Tap targets reasonable mobile_tap_targets	No obvious tap-target sizing problems.	—
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.	—
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 clear H1-H6 heading hierarchy with descriptive titles instead of navigation dump

Status	Check	Message	Recommendation
Warning	High factual density geo_factual_density	Moderate (4/10).	Implement structured data markup (Schema.org MedicalBusiness, MedicalProcedure) for services and facility information
Fail	Structured for AI extraction geo_structured_for_ai	Weak (2/10).	Create concise FAQ sections with direct question-answer pairs about IVF success rates, costs, and procedures
Fail	Cites authoritative sources geo_authoritative_sources	Weak (2/10).	Remove duplicate navigation content and improve content-to-navigation ratio