

SEO Fix Guide

https://ivfchandigarh.com/
Audit #17 · 2026-04-24 11:49 · Overall 71/100

Total issues: 22 · High: 10 · Medium: 7 · Low: 5

High (10)

HighMeta OpenGraph image present Missing <meta property="og:image">. Generic best practice Add the og:image meta tag for rich social previews.
HighHeadings H1 tag present No <h1> found. Generic best practice Every page should have one descriptive H1.
HighSchema JSON-LD structured data present No JSON-LD scripts found. Generic best practice Add structured data (Organization, WebSite, BreadcrumbList).
HighPage speed PageSpeed performance score Score 34/100 — poor. Generic best practice Major performance work required.
HighPage speed Largest Contentful Paint Poor: 7s. Generic best practice Improve to ≤ 2.5s.
HighPage speed Cumulative Layout Shift Poor: 1.055. Generic best practice Improve to ≤ 0.1.
HighPage speed First Contentful Paint Poor: 4.24s. Generic best practice Improve to ≤ 1.8s.

High Geo

Content provides clear answers

Weak (3/10).

Generic best practice

Add structured data markup (Schema.org) for MedicalOrganization, Physician, and MedicalProcedure to enable AI systems to parse credentials, services, and specializations

High Geo

Structured for AI extraction

Weak (2/10).

Generic best practice

Include specific credentials, certifications, and qualifications for doctors with dates and institutions for verification

High Geo

Cites authoritative sources

Weak (3/10).

Generic best practice

Add verifiable statistics with dates (e.g., 'As of 2025, 12,800+ deliveries, 16,000+ IVF cycles completed')

Medium (7)

Medium Headings

Heading hierarchy

Heading levels skipped 4 times.

Generic best practice

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

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

Readable prose

Flesch reading ease -225.1 — very difficult.

Generic best practice

Aggressively simplify prose for general audience.

Medium Content

E-E-A-T: Authoritativeness

Moderate: Claimed as 'Pioneer of IVF in North India' with recognition across multiple international locations (USA, Canada, Australia), but limited external validation, citations, or third-party endorsements are visible in the provided content. The extensive event history suggests some industry standing.

Generic best practice

Strengthen Authoritativeness signals on this page.

Medium Content

E-E-A-T: Trustworthiness

Moderate: Multiple contact methods, physical address, and operational transparency are present, along with statutory reports and citizen charter references. However, the excessive location-based keyword pages and lack of detailed physician credentials or verifiable certifications raise concerns about content quality and SEO tactics over patient information.

Generic best practice

Strengthen Trustworthiness signals on this page.

Medium Geo

High factual density

Moderate (4/10).

Generic best practice

Create clear FAQ sections with direct question-answer pairs about IVF success rates, costs, procedures, and eligibility criteria

Low (5)

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

Response time acceptable

Fetches in 1192 ms — acceptable but slow.

Generic best practice

Aim for under 800 ms TTFB.

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 Images

Modern image formats

9/16 images use modern formats.

Generic best practice

Convert remaining images to WebP or AVIF for smaller payload.