

SEO Fix Guide

<https://www.anayshaaesthetics.com/>
Audit #18 · 2026-04-24 12:01 · Overall 85/100

Total issues: **21** · High: **4** · Medium: **10** · Low: **7**

High (4)

High

Images

Images have alt text
11 of 63 images missing alt attribute.

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

High

Images

Images have dimensions
Only 1/63 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 clear, direct answers to common patient questions (e.g., 'What is the cost of breast augmentation?', 'How long is recovery for liposuction?') in FAQ format with concise, quotable responses

High

Geo

Cites authoritative sources
Weak (2/10).

Generic best practice
Include patient testimonials with specific results, dates, and verifiable details to support claims

Medium (10)

Medium

Meta

Title length
Title is 66 characters — likely truncated in SERPs.

Generic best practice
Trim to 30–60 characters.

Medium

Headings

Heading hierarchy
Heading levels skipped 6 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

Compression enabled

No gzip/brotli content-encoding header.

Generic best practice

Enable gzip or Brotli on your server.

Medium Links

External links safe

5 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 mentions Dr. Shivani has 15+ years of experience with credentials (MBBS, MS, M.Ch., DNB), indicating substantial medical experience. However, there's limited demonstration of first-hand patient experiences, case studies, or detailed treatment outcomes.

Generic best practice

Strengthen Experience signals on this page.

Medium Content

E-E-A-T: Authoritativeness

Moderate: Social media presence exists (Instagram, Facebook, YouTube) and Google Business listing is established, but there's limited evidence of industry recognition, awards, certifications, or citations from authoritative medical sources. The clinic appears relatively new (founded during COVID-19).

Generic best practice

Strengthen Authoritativeness signals on this page.

Medium Content

E-E-A-T: Trustworthiness

Moderate: Contact information and physical address are clearly provided with proper schema markup, and opening hours are transparent. However, trust signals could be stronger with patient testimonials, before/after galleries, professional certifications, or third-party reviews prominently displayed.

Generic best practice

Strengthen Trustworthiness signals on this page.

Medium Geo

High factual density

Moderate (4/10).

Generic best practice

Include specific qualifications, certifications, and credentials for Dr. Shivani with years obtained and issuing institutions to establish medical authority

Medium Geo

Structured for AI extraction

Moderate (6/10).

Generic best practice

Add detailed procedure descriptions with expected outcomes, recovery times, and success rates to increase factual density

Low (7)

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 1217 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

Below-fold images lazy

Only 0 of 63 images use loading="lazy".

Generic best practice

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

Low Images

Modern image formats

32/63 images use modern formats.

Generic best practice

Convert remaining images to WebP or AVIF for smaller payload.

Low Content

Readable prose

Flesch reading ease 47.6 — fairly difficult.

Generic best practice

Shorten sentences and use simpler words.