

# SEO Audit Report

https://www.dermaclinic.in/  
Audit #180 · 2026-04-27 11:50 · 46.34 s



✓ 35 pass · ! 27 warn · ✗ 4 fail

## Category scores

| Category     | Score   |
|--------------|---------|
| Meta         | 66/100  |
| Headings     | 72/100  |
| Schema       | 80/100  |
| Technical    | 95/100  |
| Sitemap      | 100/100 |
| Ssl Security | 80/100  |
| Page Speed   | 79/100  |
| Links        | 88/100  |
| Images       | 45/100  |
| Content      | 60/100  |
| Mobile       | 100/100 |
| Hreflang     | 100/100 |
| Geo          | 50/100  |

## Meta (10)

| Status  | Check                                                   | Message                                           | Recommendation                                            |
|---------|---------------------------------------------------------|---------------------------------------------------|-----------------------------------------------------------|
| Pass    | Title tag present<br>title_present                      | Title tag found.                                  | —                                                         |
| Pass    | Title length<br>title_length                            | Title length 57 chars — within recommended range. | —                                                         |
| Pass    | Title is descriptive<br>title_unique_words              | 11 words — descriptive enough.                    | —                                                         |
| Fail    | Meta description present<br>meta_description_present    | No meta description found.                        | Add a compelling 120–160 character meta description.      |
| Warning | OpenGraph title present<br>og_title_present             | Missing <meta property="og:title">.               | Add the og:title meta tag for rich social previews.       |
| Warning | OpenGraph description present<br>og_description_present | Missing <meta property="og:description">.         | Add the og:description meta tag for rich social previews. |
| Warning | OpenGraph image present<br>og_image_present             | Missing <meta property="og:image">.               | Add the og:image meta tag for rich social previews.       |
| Warning | Twitter card present<br>twitter_card_present            | Missing <meta name="twitter:card">.               | Add the twitter:card meta tag for rich social previews.   |
| Pass    | Viewport meta tag present<br>meta_viewport_present      | Viewport meta tag present.                        | —                                                         |

| Status | Check                                            | Message           | Recommendation |
|--------|--------------------------------------------------|-------------------|----------------|
| Pass   | Charset meta tag present<br>meta_charset_present | Charset declared. | —              |

Headings (5)

| Status  | Check                                  | Message                                         | Recommendation                                              |
|---------|----------------------------------------|-------------------------------------------------|-------------------------------------------------------------|
| Pass    | H1 tag present<br>h1_present           | Found 3 H1.                                     | —                                                           |
| Warning | Single H1 tag<br>h1_count              | Found 3 H1 tags — best practice is exactly one. | Reduce to a single H1 per page; demote secondary H1s to H2. |
| Pass    | H1 has reasonable length<br>h1_length  | H1 length 62 chars.                             | —                                                           |
| Warning | Sufficient H2 tags<br>h2_count         | Only 1 H2 tags.                                 | Use H2s to break content into scannable sections.           |
| Warning | Heading hierarchy<br>heading_hierarchy | Heading levels skipped 4 times.                 | Maintain logical heading order (h1 → h2 → h3, no jumps).    |

Schema (6)

| Status  | Check                                                     | Message                                                                                      | Recommendation                                     |
|---------|-----------------------------------------------------------|----------------------------------------------------------------------------------------------|----------------------------------------------------|
| Pass    | JSON-LD structured data present<br>schema_json_ld_present | 1 JSON-LD blocks present.                                                                    | —                                                  |
| Pass    | JSON-LD is valid JSON<br>schema_valid_json                | All JSON-LD blocks parse cleanly.                                                            | —                                                  |
| Warning | Recommended schema types used<br>schema_recommended_types | No recommended schema types found (Organization, WebSite, BreadcrumbList, Article, Product). | Add at least an Organization or WebSite schema.    |
| Pass    | No deprecated schema types<br>schema_no_deprecated        | No deprecated schema types.                                                                  | —                                                  |
| Warning | No restricted schema types<br>schema_no_restricted        | Restricted types in use: FAQPage.                                                            | FAQPage now restricted to government/health sites. |
| Info    | Microdata or RDFa present<br>schema_microdata_present     | No microdata. JSON-LD is preferred — this is informational only.                             | —                                                  |

Technical (8)

| Status | Check                                                   | Message                        | Recommendation |
|--------|---------------------------------------------------------|--------------------------------|----------------|
| Pass   | Canonical URL present<br>canonical_present              | Canonical link found.          | —              |
| Pass   | Canonical self-references<br>canonical_self_referencing | Canonical points to this page. | —              |
| Pass   | Page is indexable<br>robots_meta_indexable              | No noindex directive.          | —              |
| Pass   | HTML lang attribute<br>lang_attribute_present           | <html lang="en"> declared.     | —              |
| Pass   | HTML5 doctype<br>doctype_html5                          | HTML5 doctype declared.        | —              |

| Status  | Check                                        | Message                                   | Recommendation             |
|---------|----------------------------------------------|-------------------------------------------|----------------------------|
| Pass    | Favicon present<br>favicon_present           | Favicon declared.                         | —                          |
| Pass    | HTTP status 2xx<br>http_status_ok            | Server returned 200.                      | —                          |
| Warning | Response time acceptable<br>response_time_ok | Fetches in 1004 ms — acceptable but slow. | Aim for under 800 ms TTFB. |

## Sitemap (4)

| Status | Check                                            | Message                                                  | Recommendation |
|--------|--------------------------------------------------|----------------------------------------------------------|----------------|
| Pass   | robots.txt accessible<br>robots_txt_found        | robots.txt found.                                        | —              |
| Pass   | robots.txt does not block<br>robots_txt_no_block | robots.txt does not block this page.                     | —              |
| Pass   | sitemap.xml accessible<br>sitemap_xml_found      | Sitemap found at https://www.dermaclinix.in/sitemap.xml. | —              |
| Pass   | Sitemap referenced<br>sitemap_referenced         | Sitemap referenced from robots.txt.                      | —              |

## Ssl Security (6)

| Status  | Check                                              | Message                                   | Recommendation                                               |
|---------|----------------------------------------------------|-------------------------------------------|--------------------------------------------------------------|
| Pass    | Page served over HTTPS<br>ssl_https                | Served over HTTPS.                        | —                                                            |
| Pass    | TLS handshake succeeds<br>ssl_valid                | TLS handshake succeeded.                  | —                                                            |
| Pass    | HTTP redirects to HTTPS<br>http_redirects_to_https | HTTP requests redirect to HTTPS.          | —                                                            |
| Warning | HSTS header present<br>hsts_header_present         | Missing strict-transport-security header. | Add strict-transport-security for hardened security posture. |
| Warning | CSP header present<br>csp_header_present           | Missing content-security-policy header.   | Add content-security-policy for hardened security posture.   |
| Warning | X-Content-Type-Options<br>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<br>pagespeed_score   | Score 70/100 — improve.        | Investigate Lighthouse opportunities. |
| Fail    | Largest Contentful Paint<br>lcp_within_threshold | Poor: 4.2s.                    | Improve to ≤ 2.5s.                    |
| Pass    | Cumulative Layout Shift<br>cls_within_threshold  | Within good threshold (0.001). | —                                     |
| Pass    | First Contentful Paint<br>fcp_within_threshold   | Within good threshold (1.66s). | —                                     |

| Status  | Check                                                      | Message                                         | Recommendation                        |
|---------|------------------------------------------------------------|-------------------------------------------------|---------------------------------------|
| Pass    | Time To First Byte<br>ttfb_within_threshold                | Within good threshold (0.01s).                  | —                                     |
| Info    | Interaction to Next Paint<br>inp_within_threshold          | INP is a field-only metric — not measured here. | —                                     |
| Pass    | Few render-blocking resources<br>render_blocking_resources | No render-blocking resources detected.          | —                                     |
| Warning | Compression enabled<br>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<br>internal_link_count   | 68 unique internal links.                     | —                                                                    |
| Pass    | No broken internal links<br>no_broken_internal_links | All 10 sampled internal links return success. | —                                                                    |
| Warning | External links safe<br>external_links_safe           | 3 external_blank links missing rel=noopener.  | Add rel="noopener noreferrer" to target="_blank" links for security. |
| Pass    | Descriptive anchor text<br>descriptive_anchor_text   | Anchor texts are descriptive.                 | —                                                                    |

Images (4)

| Status  | Check                                            | Message                                     | Recommendation                                                     |
|---------|--------------------------------------------------|---------------------------------------------|--------------------------------------------------------------------|
| Fail    | Images have alt text<br>images_alt_present       | 5 of 113 images missing alt attribute.      | Add alt text describing each image (alt="" for purely decorative). |
| Warning | Below-fold images lazy<br>images_lazy_loaded     | Only 0 of 113 images use loading="lazy".    | Add loading="lazy" to images below the fold.                       |
| Warning | Modern image formats<br>images_modern_formats    | 13/113 images use modern formats.           | Convert remaining images to WebP or AVIF for smaller payload.      |
| Fail    | Images have dimensions<br>images_have_dimensions | Only 0/113 images have explicit dimensions. | Add width/height attributes — required to avoid layout shift.      |

Content (6)

| Status  | Check                                        | Message                                      | Recommendation                                     |
|---------|----------------------------------------------|----------------------------------------------|----------------------------------------------------|
| Pass    | Sufficient word count<br>word_count          | 4396 words — substantive content.            | —                                                  |
| Warning | Readable prose<br>readability                | Flesch reading ease 32.7 — fairly difficult. | Shorten sentences and use simpler words.           |
| Warning | E-E-A-T: Experience<br>eeat_experience       | Moderate:                                    | Strengthen Experience signals on this page.        |
| Warning | E-E-A-T: Expertise<br>eeat_expertise         | Moderate:                                    | Strengthen Expertise signals on this page.         |
| Warning | E-E-A-T: Authoritativeness<br>eeat_authority | Moderate:                                    | Strengthen Authoritativeness signals on this page. |

| Status  | Check                                 | Message   | Recommendation                                   |
|---------|---------------------------------------|-----------|--------------------------------------------------|
| Warning | E-E-A-T: Trustworthiness<br>eet_trust | Moderate: | Strengthen Trustworthiness signals on this page. |

Mobile (4)

| Status | Check                                        | Message                                                    | Recommendation |
|--------|----------------------------------------------|------------------------------------------------------------|----------------|
| Pass   | Viewport set for mobile<br>mobile_viewport   | Responsive viewport configured.                            | —              |
| Pass   | Tap targets reasonable<br>mobile_tap_targets | No obvious tap-target sizing problems.                     | —              |
| Info   | Legible font sizes<br>mobile_font_size       | No inline body font-size — relying on stylesheet defaults. | —              |
| Pass   | No Flash/legacy plugins<br>mobile_no_flash   | No legacy plugin elements.                                 | —              |

Hreflang (4)

| Status  | Check                                               | Message                                     | Recommendation |
|---------|-----------------------------------------------------|---------------------------------------------|----------------|
| Info    | hreflang tags present (if i18n)<br>hreflang_present | No hreflang tags. OK for monolingual sites. | —              |
| Skipped | hreflang codes valid<br>hreflang_valid_codes        | No hreflang to evaluate.                    | —              |
| Skipped | hreflang self-reference<br>hreflang_self_ref        | No hreflang to evaluate.                    | —              |
| Skipped | hreflang x-default present<br>hreflang_x_default    | No hreflang to evaluate.                    | —              |

Geo (4)

| Status  | Check                                                    | Message          | Recommendation                  |
|---------|----------------------------------------------------------|------------------|---------------------------------|
| Warning | Content provides clear answers<br>geo_clear_answers      | Moderate (5/10). | Improve to lift this dimension. |
| Warning | High factual density<br>geo_factual_density              | Moderate (5/10). | Improve to lift this dimension. |
| Warning | Structured for AI extraction<br>geo_structured_for_ai    | Moderate (5/10). | Improve to lift this dimension. |
| Warning | Cites authoritative sources<br>geo_authoritative_sources | Moderate (5/10). | Improve to lift this dimension. |