

SEO Fix Guide

<https://www.anayshaaesthetics.com/>
Audit #19 · 2026-04-24 12:26 · Overall 85/100

Total issues: **20** · High: **4** · Medium: **10** · Low: **6**

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 explicit FAQ schema markup with common questions about procedures, costs, recovery times, and qualifications to provide direct answers AI can cite

High Geo

Cites authoritative sources

Weak (2/10).

Generic best practice

Create detailed procedure pages with step-by-step explanations, risks, benefits, and contraindications in clear heading hierarchies

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 surgical experience and M.B.B.S, M.S., M.Ch., D.N.B qualifications, demonstrating professional experience. However, there's limited patient testimonial content or detailed case studies showing first-hand experience with actual patient outcomes.

Generic best practice

Strengthen Experience signals on this page.

Medium Content

E-E-A-T: Authoritativeness

Moderate: The clinic has social media presence (Instagram, Facebook, YouTube) and proper schema markup with business information. However, there's limited evidence of external recognition, publications, professional affiliations, or industry awards that would establish higher authority in the field.

Generic best practice

Strengthen Authoritativeness signals on this page.

Medium Content

E-E-A-T: Trustworthiness

Moderate: The site provides verified contact information, physical address, business hours, and proper LocalBusiness schema. Trust is somewhat undermined by minor inconsistencies (opening hours show closes at '07:00' which should be '19:00') and the relative newness of the practice established during COVID-19.

Generic best practice

Strengthen Trustworthiness signals on this page.

Medium Geo

High factual density

Moderate (4/10).

Generic best practice

Include specific factual content like success rates, procedure durations, recovery timelines, and before/after statistics that AI models can reference

Medium Geo

Structured for AI extraction

Moderate (6/10).

Generic best practice

Add medical credentials, board certifications, published research, and professional affiliations in structured format to establish authority

Low (6)

Low Meta

Twitter card present

Missing <meta name="twitter:card">.

Generic best practice

Add the twitter:card meta tag for rich social previews.

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 47.7 — fairly difficult.

Generic best practice

Shorten sentences and use simpler words.