

SEO Fix Guide

https://www.anayshaaesthetics.com/contact.php
Audit #20 · 2026-04-24 12:26 · Overall 80/100

Total issues: 26 · High: 6 · Medium: 13 · Low: 7

High (6)

HighMeta

Meta description present
No meta description found.

Generic best practice
Add a compelling 120–160 character meta description.

HighImages

Images have alt text
2 of 4 images missing alt attribute.

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

HighImages

Images have dimensions
Only 1/4 images have explicit dimensions.

Generic best practice
Add width/height attributes — required to avoid layout shift.

HighContent

E-E-A-T: Authoritativeness
Weak: Some authority signals exist through social media presence (Instagram, Facebook, YouTube) and structured data markup, but there's limited evidence of professional recognition, publications, affiliations with medical boards, or industry credentials. The Google Business listing provides basic legitimacy.

Generic best practice
Authoritativeness is the most impactful E-E-A-T weakness here — address first.

HighGeo

Content provides clear answers
Weak (3/10).

Generic best practice
Add comprehensive FAQ schema markup with clear questions and answers about procedures, costs, recovery times, and qualifications to improve AI citability

HighGeo

Cites authoritative sources
Weak (2/10).

Generic best practice
Remove excessive CSS/JavaScript code from page content and implement proper content sections with headers, paragraphs, and structured data

Medium (13)

Medium Meta

OpenGraph title present

Missing <meta property="og:title">.

Generic best practice

Add the og:title meta tag for rich social previews.

Medium Meta

OpenGraph description present

Missing <meta property="og:description">.

Generic best practice

Add the og:description meta tag for rich social previews.

Medium Headings

Single H1 tag

Found 2 H1 tags — best practice is exactly one.

Generic best practice

Reduce to a single H1 per page; demote secondary H1s to H2.

Medium Headings

Heading hierarchy

Heading levels skipped 3 times.

Generic best practice

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

Medium Technical

HTML lang attribute

No lang attribute on <html>.

Generic best practice

Add lang="en" (or appropriate code) for accessibility & SEO.

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

8 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 page mentions Dr. Shivani Atri Singh and lists numerous procedures, but provides minimal firsthand accounts, case studies, or detailed treatment experiences. Limited content demonstrates actual patient outcomes or the doctor's personal experience performing these procedures.

Generic best practice

Strengthen Experience signals on this page.

Medium Content

E-E-A-T: Expertise

Moderate: The site lists comprehensive aesthetic and plastic surgery services with medical terminology, indicating professional knowledge. However, the contact page itself lacks detailed credentials, certifications, educational background, or professional qualifications that would demonstrate deep expertise.

Generic best practice

Strengthen Expertise signals on this page.

Medium Content

E-E-A-T: Trustworthiness

Moderate: Contact information is provided with multiple phone numbers, physical address, and email, and the structured data appears accurate. However, opening hours show inconsistency (schema shows 09:00-07:00 which is unclear), and there's no visible privacy policy content, professional certifications, or trust badges on this contact page.

Generic best practice

Strengthen Trustworthiness signals on this page.

Medium Geo

High factual density

Moderate (4/10).

Generic best practice

Include detailed procedure descriptions with specific medical terminology, expected outcomes, and recovery information rather than just service names

Medium Geo

Structured for AI extraction

Moderate (5/10).

Generic best practice

Add explicit credentials, certifications, board memberships, and years of experience for Dr. Shivani Atri Singh to establish authoritative expertise

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 Headings

Sufficient H2 tags

Only 0 H2 tags.

Generic best practice

Use H2s to break content into scannable sections.

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 4 images use loading="lazy".

Generic best practice

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

Low Images

Modern image formats

3/4 images use modern formats.

Generic best practice

Convert remaining images to WebP or AVIF for smaller payload.

Low Content

Readable prose

Flesch reading ease 45.5 — fairly difficult.

Generic best practice

Shorten sentences and use simpler words.