SEO Audit Report

https://www.dermaclinix.in/photofacial.html
Audit #208 · 2026-04-27 11:59 · 23.36 s

71

✓ 34 pass · ! 23 warn · ✗ 5 fail

Category scores

Category	Score
Meta	62/100
Headings	100/100
Schema	0/100
Technical	95/100
Sitemap	100/100
Ssl Security	80/100
Page Speed	72/100
Links	88/100
Images	63/100
Content	55/100
Mobile	100/100
Hreflang	100/100
Geo	50/100

Meta (10)

Status	Check	Message	Recommendation
Pass	Title tag present title_present	Title tag found.	—
Warning	Title length title_length	Title is 68 characters — likely truncated in SERPs.	Trim to 30–60 characters.
Pass	Title is descriptive title_unique_words	9 words — descriptive enough.	—
Fail	Meta description present meta_description_present	No meta description found.	Add a compelling 120–160 character meta description.
Warning	OpenGraph title present og_title_present	Missing <meta property="og:title">.	Add the og:title meta tag for rich social previews.
Warning	OpenGraph description present og_description_present	Missing <meta property="og:description">.	Add the og:description meta tag for rich social previews.
Warning	OpenGraph image present og_image_present	Missing <meta property="og:image">.	Add the og:image meta tag for rich social previews.
Warning	Twitter card present twitter_card_present	Missing <meta name="twitter:card">.	Add the twitter:card meta tag for rich social previews.
Pass	Viewport meta tag present meta_viewport_present	Viewport meta tag present.	—

Status	Check	Message	Recommendation
Pass	Charset meta tag present meta_charset_present	Charset declared.	—

Headings (5)

Status	Check	Message	Recommendation
Pass	H1 tag present h1_present	Found 1 H1.	—
Pass	Single H1 tag h1_count	Exactly one H1.	—
Pass	H1 has reasonable length h1_length	H1 length 33 chars.	—
Pass	Sufficient H2 tags h2_count	5 H2 tags — good content structure.	—
Pass	Heading hierarchy heading_hierarchy	Heading levels descend logically.	—

Schema (6)

Status	Check	Message	Recommendation
Fail	JSON-LD structured data present schema_json_ld_present	No JSON-LD scripts found.	Add structured data (Organization, WebSite, BreadcrumbList).
Skipped	JSON-LD is valid JSON schema_valid_json	No JSON-LD to evaluate.	—
Skipped	Recommended schema types used schema_recommended_types	No JSON-LD to evaluate.	—
Skipped	No deprecated schema types schema_no_deprecated	No JSON-LD to evaluate.	—
Skipped	No restricted schema types schema_no_restricted	No JSON-LD to evaluate.	—
Info	Microdata or RDFa present schema_microdata_present	No microdata. JSON-LD is preferred — this is informational only.	—

Technical (8)

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

Status	Check	Message	Recommendation
Pass	HTTP status 2xx http_status_ok	Server returned 200.	—
Warning	Response time acceptable response_time_ok	Fetched in 972 ms — acceptable but slow.	Aim for under 800 ms TTFB.

Sitemap (4)

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

Ssl Security (6)

Status	Check	Message	Recommendation
Pass	Page served over HTTPS ssl_https	Served over HTTPS.	—
Pass	TLS handshake succeeds ssl_valid	TLS handshake succeeded.	—
Pass	HTTP redirects to HTTPS http_redirects_to_https	HTTP requests redirect to HTTPS.	—
Warning	HSTS header present hsts_header_present	Missing strict-transport-security header.	Add strict-transport-security for hardened security posture.
Warning	CSP header present csp_header_present	Missing content-security-policy header.	Add content-security-policy for hardened security posture.
Warning	X-Content-Type-Options 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 pagespeed_score	Score 65/100 — improve.	Investigate Lighthouse opportunities.
Fail	Largest Contentful Paint lcp_within_threshold	Poor: 6.49s.	Improve to ≤ 2.5s.
Pass	Cumulative Layout Shift cls_within_threshold	Within good threshold (0).	—
Warning	First Contentful Paint fcp_within_threshold	Needs improvement: 3.02s.	Aim for ≤ 1.8s.
Pass	Time To First Byte ttfb_within_threshold	Within good threshold (0s).	—

Status	Check	Message	Recommendation
Info	Interaction to Next Paint inp_within_threshold	INP is a field-only metric — not measured here.	—
Pass	Few render-blocking resources render_blocking_resources	No render-blocking resources detected.	—
Warning	Compression enabled 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 internal_link_count	65 unique internal links.	—
Pass	No broken internal links no_broken_internal_links	All 10 sampled internal links return success.	—
Warning	External links safe external_links_safe	3 external _blank links missing rel=noopener.	Add rel="noopener noreferrer" to target="_blank" links for security.
Pass	Descriptive anchor text descriptive_anchor_text	Anchor texts are descriptive.	—

Images (4)

Status	Check	Message	Recommendation
Pass	Images have alt text images_alt_present	All 15 images have alt attribute (empty alt OK for decorative).	—
Warning	Below-fold images lazy images_lazy_loaded	Only 0 of 15 images use loading="lazy".	Add loading="lazy" to images below the fold.
Warning	Modern image formats images_modern_formats	2/15 images use modern formats.	Convert remaining images to WebP or AVIF for smaller payload.
Fail	Images have dimensions images_have_dimensions	Only 0/15 images have explicit dimensions.	Add width/height attributes — required to avoid layout shift.

Content (6)

Status	Check	Message	Recommendation
Pass	Sufficient word count word_count	2607 words — substantive content.	—
Fail	Readable prose readability	Flesch reading ease 23.6 — very difficult.	Aggressively simplify prose for general audience.
Warning	E-E-A-T: Experience eeat_experience	Moderate:	Strengthen Experience signals on this page.
Warning	E-E-A-T: Expertise eeat_expertise	Moderate:	Strengthen Expertise signals on this page.
Warning	E-E-A-T: Authoritativeness eeat_authority	Moderate:	Strengthen Authoritativeness signals on this page.
Warning	E-E-A-T: Trustworthiness eeat_trust	Moderate:	Strengthen Trustworthiness signals on this page.

Mobile (4)

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

Hreflang (4)

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

Geo (4)

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