

SEO Fix Guide

https://www.anayshaaesthetics.com/about/plastic-surgery-clinic-in-delhi.php
Audit #21 · 2026-04-24 12:27 · Overall 84/100

Total issues: 22 · High: 5 · Medium: 11 · Low: 6

High (5)

High Images

Images have alt text

2 of 4 images missing alt attribute.

Generic best practice

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

High Images

Images have dimensions

Only 1/4 images have explicit dimensions.

Generic best practice

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

High Content

E-E-A-T: Authoritativeness

Weak: Limited external validation is evident; while social media profiles are listed, there are no mentions of awards, professional affiliations, publications, media features, or peer recognition that would establish industry authority.

Generic best practice

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

High Geo

Content provides clear answers

Weak (3/10).

Generic best practice

Add clear, concise answer blocks at the top of key service pages (e.g., 'What is breast reduction surgery?', 'How much does liposuction cost in Delhi?') to increase AI citability

High Geo

Cites authoritative sources

Weak (2/10).

Generic best practice

Include verifiable credentials, certifications, medical board affiliations, and published research to establish authoritative sourcing for AI fact-checking

Medium (11)

Medium Meta

Title length

Title is 76 characters — likely truncated in SERPs.

Generic best practice

Trim to 30–60 characters.

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 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 page mentions a journey dating back two decades and references firsthand experience with plastic surgery transformation, but lacks specific case studies, patient outcomes, or detailed procedural insights that would demonstrate deep practical experience.

Generic best practice

Strengthen Experience signals on this page.

Medium Content

E-E-A-T: Expertise

Moderate: The clinic identifies itself as run by trained aesthetic plastic surgeons and offers a comprehensive range of services, but the truncated content lacks detailed credentials, certifications, educational background, or professional qualifications of Dr. Shivani Atri Singh.

Generic best practice

Strengthen Expertise signals on this page.

Medium Content

E-E-A-T: Trustworthiness

Moderate: The page includes structured data with business information and contact details, but contains technical issues (CSS/JavaScript in content), lacks patient testimonials with verification, has no visible privacy policy or accreditation badges, and the medical claims are not substantiated with evidence or references.

Generic best practice

Strengthen Trustworthiness signals on this page.

Medium Geo

High factual density

Moderate (4/10).

Generic best practice

Remove excessive CSS and JavaScript code from content - this dilutes factual content density and confuses AI parsers trying to extract meaningful information

Medium Geo

Structured for AI extraction

Moderate (5/10).

Generic best practice

Add structured data for MedicalProcedure schema, including details about procedures, recovery times, costs, and expected outcomes to help AI systems understand medical offerings

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 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 39.1 — fairly difficult.

Generic best practice

Shorten sentences and use simpler words.