

SEO Fix Guide

https://www.anayshaaesthetics.com/facial-aesthetics/chin-augmentation.php
Audit #24 · 2026-04-24 12:29 · Overall 86/100

Total issues: 19 · High: 3 · Medium: 10 · Low: 6

High (3)

High

Images

Images have alt text
2 of 10 images missing alt attribute.

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

High

Images

Images have dimensions
Only 1/10 images have explicit dimensions.

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

High

Geo

Cites authoritative sources
Weak (3/10).

Generic best practice
Implement Article or MedicalWebPage schema markup to better structure the content for AI comprehension

Medium (10)

Medium

Meta

Title length
Title is 63 characters — likely truncated in SERPs.

Generic best practice
Trim to 30-60 characters.

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 provides detailed procedural information about chin augmentation surgery including surgical techniques, aftercare, and outcomes, demonstrating practical knowledge. However, it lacks specific patient case studies, personal surgical experiences, or detailed before/after documentation that would demonstrate deeper first-hand experience.

Generic best practice

Strengthen Experience signals on this page.

Medium Content

E-E-A-T: Authoritativeness

Moderate: The clinic has established online presence with social media profiles and Google Business listing, indicating some recognition. However, there's limited evidence of external citations, professional memberships, industry awards, or third-party validation that would establish stronger authority in the cosmetic surgery field.

Generic best practice

Strengthen Authoritativeness signals on this page.

Medium Content

E-E-A-T: Trustworthiness

Moderate: The page includes verifiable business information (address, phone numbers, hours) and proper schema markup for transparency. Trust is moderately undermined by the lack of visible patient reviews on the page itself, limited information about surgical risks, and absence of clear pricing or consultation policies despite being a YMYL (Your Money Your Life) medical service.

Generic best practice

Strengthen Trustworthiness signals on this page.

Medium Geo

Content provides clear answers

Moderate (6/10).

Generic best practice

Add structured FAQ schema markup with clear question-answer pairs about chin augmentation procedures, recovery times, and candidacy criteria

Medium Geo

High factual density

Moderate (5/10).

Generic best practice

Include specific medical credentials, certifications, and years of experience for Dr. Shivani Atri Singh with verifiable institutional affiliations

Medium Geo

Structured for AI extraction

Moderate (4/10).

Generic best practice

Add cited statistics, research references, or medical journal sources to support surgical claims and procedure information

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 10 images use loading="lazy".

Generic best practice

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

Low Images

Modern image formats

9/10 images use modern formats.

Generic best practice

Convert remaining images to WebP or AVIF for smaller payload.

Low Content

Readable prose

Flesch reading ease 42.3 — fairly difficult.

Generic best practice

Shorten sentences and use simpler words.