

SEO Fix Guide

https://www.anayshaaesthetics.com/facial-aesthetics/dimpleplasty.php
Audit #25 · 2026-04-24 12:30 · Overall 85/100

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

High (4)

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 Content

E-E-A-T: Authoritativeness

Weak: While the site represents Dr. Shivani Attri Singh and includes structured data claiming to be a top cosmetic surgeon in Delhi, there is limited evidence of external recognition, professional certifications, medical board affiliations, or authoritative backlinks that would establish strong authority in the field.

Generic best practice

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

High Geo

Cites authoritative sources

Weak (3/10).

Generic best practice

Add medical credentials, certifications, and verifiable qualifications for Dr. Shivani Attri Singh to establish expertise and authoritativeness

Medium (10)

Medium Meta

Title length

Title is 61 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 basic information about dimpleplasty procedures but lacks detailed first-hand accounts, patient testimonials, or before/after case studies that would demonstrate genuine experiential knowledge. The content reads more like general educational material rather than evidence of extensive practical experience.

Generic best practice

Strengthen Experience signals on this page.

Medium Content

E-E-A-T: Expertise

Moderate: The content demonstrates moderate medical knowledge about dimple creation surgery with explanations of the procedure, but lacks depth in technical details, qualifications of the practitioner, or peer-reviewed citations that would establish strong medical expertise. The information is accurate but remains surface-level.

Generic best practice

Strengthen Expertise signals on this page.

Medium Content

E-E-A-T: Trustworthiness

Moderate: The page includes basic contact information, business hours, and location details through structured data, which supports legitimacy. However, concerns arise from technical issues like unclear opening/closing hours formatting, and the absence of clear privacy policies, patient safety information, or transparent pricing that would strengthen trustworthiness for a medical procedure.

Generic best practice

Strengthen Trustworthiness signals on this page.

Medium Geo

Content provides clear answers

Moderate (6/10).

Generic best practice

Add clear H1-H6 heading hierarchy with question-based headings that AI models can easily parse (e.g., 'What is dimpleplasty?', 'How much does dimple creation cost in Delhi?')

Medium Geo

High factual density

Moderate (4/10).

Generic best practice

Include specific factual data: procedure duration, recovery time, success rates, cost ranges, and contraindications with precise numbers

Medium Geo

Structured for AI extraction

Moderate (5/10).

Generic best practice

Structure content with FAQ schema markup to make Q&A pairs explicitly machine-readable

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 41.8 — fairly difficult.

Generic best practice

Shorten sentences and use simpler words.