

SEO Fix Guide

https://www.anayshaaesthetics.com/facial-aesthetics/facelift.php
Audit #26 · 2026-04-24 12:30 · Overall 83/100

Total issues: 22 · High: 6 · Medium: 9 · Low: 7

High (6)

HighImages

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

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

HighImages

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

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

HighContent

E-E-A-T: Authoritativeness
Weak: The page identifies a specific surgeon and clinic location with contact information and operating hours, providing some credibility. However, there are no visible credentials, certifications, professional affiliations, publications, or external recognition that would establish strong authority in cosmetic surgery.

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

HighGeo

High factual density
Weak (3/10).

Generic best practice
Include specific factual data: exact price ranges, recovery timelines (e.g., '2-3 weeks'), success rates, and credentials (board certifications, years of experience)

HighGeo

Structured for AI extraction
Weak (2/10).

Generic best practice
Remove excessive CSS/JavaScript code from content body and separate technical elements from semantic content

HighGeo

Cites authoritative sources
Weak (2/10).

Generic best practice
Add structured data using FAQ schema, Medical Procedure schema, and Physician schema with detailed attributes AI models can parse

Medium (9)

Medium Meta

Title length

Title is 73 characters — likely truncated in SERPs.

Generic best practice

Trim to 30–60 characters.

Medium Headings

Heading hierarchy

Heading levels skipped 2 times.

Generic best practice

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

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 Dr. Shivani Atri Singh and provides procedural details, but lacks patient testimonials, case studies, before/after results, or detailed personal experiences that would demonstrate first-hand medical experience with facelift procedures.

Generic best practice

Strengthen Experience signals on this page.

Medium Content

E-E-A-T: Expertise

Moderate: The content provides basic technical information about facelift surgery including procedure steps and recovery, showing some medical knowledge. However, the content is relatively generic, lacks depth on surgical techniques, complications, or detailed medical protocols that would demonstrate advanced expertise.

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, suggesting legitimacy. However, trust is diminished by the truncated/incomplete content presentation, generic descriptions, lack of transparent pricing details, absence of patient reviews, and no clear information about qualifications or safety protocols.

Generic best practice

Strengthen Trustworthiness signals on this page.

Medium Geo

Content provides clear answers

Moderate (4/10).

Generic best practice

Add clear H1-H6 heading hierarchy with direct question-answer format (e.g., 'What is Facelift Surgery?', 'How Much Does Facelift Surgery Cost in Delhi?') to improve AI citability

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 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 51.9 — fairly difficult.

Generic best practice

Shorten sentences and use simpler words.