

SEO Fix Guide

https://www.anayshaaesthetics.com/facial-aesthetics/lip-reduction.php
Audit #28 · 2026-04-24 12:31 · Overall 84/100

Total issues: 21 · High: 4 · Medium: 10 · Low: 7

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: The site has basic business information and social media presence, but lacks external validation such as professional certifications, medical board affiliations, peer-reviewed publications, or recognition from authoritative medical organizations. The LocalBusiness schema is present but minimal authority signals exist.

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 before/after outcome data, success rates, and peer-reviewed sources to support medical claims

Medium (10)

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 as the practitioner and references performing procedures, but lacks detailed case studies, patient outcomes, or specific examples demonstrating hands-on experience with lip reduction surgeries. The content is generic without personal insights or real-world scenarios that would demonstrate deep procedural experience.

Generic best practice

Strengthen Experience signals on this page.

Medium Content

E-E-A-T: Expertise

Moderate: The content covers lip reduction basics including benefits, procedure overview, and recovery, showing foundational medical knowledge. However, the information remains superficial without technical depth, specific surgical techniques, or advanced medical insights that would demonstrate high-level expertise in plastic surgery.

Generic best practice

Strengthen Expertise signals on this page.

Medium Content

E-E-A-T: Trustworthiness

Moderate: Contact information, business hours, and location are clearly provided with proper schema markup, which aids transparency. However, the page lacks patient testimonials with verification, before/after galleries for this specific procedure, clear privacy policies, or security indicators 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 explicit medical credentials, certifications, and professional affiliations to establish authoritativeness for medical content

Medium Geo

High factual density

Moderate (4/10).

Generic best practice

Include specific statistics, clinical data, and references to medical literature to increase factual density

Medium Geo

Structured for AI extraction

Moderate (5/10).

Generic best practice

Structure content with clear H1-H6 hierarchy and use FAQ schema markup to make answers more citable by AI

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 Technical

Response time acceptable

Fetches in 850 ms — acceptable but slow.

Generic best practice

Aim for under 800 ms TTFB.

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 46 — fairly difficult.

Generic best practice

Shorten sentences and use simpler words.