

SEO Fix Guide

https://www.anayshaaesthetics.com/body-and-chest/body-contouring.php
Audit #30 · 2026-04-24 12:33 · Overall 84/100

Total issues: 21 · High: 6 · Medium: 8 · Low: 7

High (6)

High Images

Images have alt text

2 of 9 images missing alt attribute.

Generic best practice

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

High Images

Images have dimensions

Only 1/9 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 clinic has social media presence and local business schema markup, but there's limited evidence of external recognition, professional affiliations, medical board certifications, publications, or authoritative backlinks that establish strong 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

Remove excessive CSS and JavaScript code from content - this pollutes the semantic content and reduces AI parsing effectiveness

High Geo

High factual density

Weak (2/10).

Generic best practice

Add clear, concise answers to common questions about body contouring in dedicated FAQ sections with direct question-answer pairs

High Geo

Cites authoritative sources

Weak (3/10).

Generic best practice

Implement proper heading hierarchy (H1, H2, H3) with descriptive titles instead of generic ones like 'Understanding body contouring treatments'

Medium (8)

Medium Meta

Title length

Title is 74 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 mentions Dr. Shivani Atri Singh and the clinic but lacks first-hand patient experiences, detailed case studies, or before/after documentation demonstrating real-world treatment experience. Limited personal narratives or practical insights reduce the demonstration of direct experience.

Generic best practice

Strengthen Experience signals on this page.

Medium Content

E-E-A-T: Expertise

Moderate: Content provides basic educational information about body contouring procedures and mentions a qualified surgeon, but lacks depth in technical details, credentials, certifications, or professional achievements that would demonstrate advanced medical expertise. The truncated content suggests surface-level treatment of the topic.

Generic best practice

Strengthen Expertise signals on this page.

Medium Content

E-E-A-T: Trustworthiness

Moderate: Basic contact information and business hours are provided with proper schema markup, but the page lacks crucial trust signals like patient reviews, detailed credentials, transparent pricing, privacy policies, or security certificates that would inspire confidence for medical procedures.

Generic best practice

Strengthen Trustworthiness signals on this page.

Medium Geo

Structured for AI extraction

Moderate (4/10).

Generic best practice

Include specific factual information: success rates, procedure duration, recovery timelines, and qualification/certification details for Dr. Shivani Atri Singh

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 1495 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 9 images use loading="lazy".

Generic best practice

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

Low Images

Modern image formats

4/9 images use modern formats.

Generic best practice

Convert remaining images to WebP or AVIF for smaller payload.

Low Content

Readable prose

Flesch reading ease 47.6 — fairly difficult.

Generic best practice

Shorten sentences and use simpler words.