

SEO Fix Guide

https://www.anayshaaesthetics.com/body-and-chest/mommy-makeover-surgery-delhi.php
Audit #32 · 2026-04-24 12:34 · Overall 83/100

Total issues: 23 · High: 4 · Medium: 12 · Low: 7

High (4)

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 page includes basic schema markup and social media presence (Instagram, Facebook, YouTube) but lacks external recognition like medical board affiliations, published research, media citations, or industry awards. Limited external validation reduces demonstrated authority in the plastic surgery 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

Implement Medical schema markup (@type: MedicalProcedure) with procedure details, risks, benefits, and recovery information

Medium (12)

Medium Meta

Title length

Title is 65 characters — likely truncated in SERPs.

Generic best practice

Trim to 30–60 characters.

Medium Meta

OpenGraph title present

Missing <meta property="og:title">.

Generic best practice

Add the og:title meta tag for rich social previews.

Medium Meta

OpenGraph description present

Missing <meta property="og:description">.

Generic best practice

Add the og:description meta tag for rich social previews.

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 Attri Singh as a plastic surgeon but lacks detailed personal narratives, patient testimonials, or before-and-after case studies that would demonstrate first-hand experience with mommy makeover procedures. The content is informational but doesn't showcase real-world patient outcomes or the doctor's specific surgical journey.

Generic best practice

Strengthen Experience signals on this page.

Medium Content

E-E-A-T: Expertise

Moderate: The content provides medically relevant information about mommy makeover procedures including appropriate timing and candidate criteria, suggesting professional knowledge. However, it lacks depth in technical details, specific surgical techniques, credentials, board certifications, or years of experience that would establish strong medical expertise.

Generic best practice

Strengthen Expertise signals on this page.

Medium Content

E-E-A-T: Trustworthiness

Moderate: Contact information and physical address are provided with proper schema markup, and the site has HTTPS. However, there are technical issues (opening hours showing '09:00 to 07:00' which appears incorrect), no clear pricing transparency, limited patient reviews visible, and minimal privacy policy or credentials information that would enhance trustworthiness for medical procedures.

Generic best practice

Strengthen Trustworthiness signals on this page.

Medium Geo

Content provides clear answers

Moderate (6/10).

Generic best practice

Add medical credentials, certifications, and professional affiliations for Dr. Shivani Atri Singh to establish authoritative expertise

Medium Geo

High factual density

Moderate (5/10).

Generic best practice

Include FAQ schema markup with clear question-answer pairs about mommy makeover procedures, recovery times, and costs

Medium Geo

Structured for AI extraction

Moderate (4/10).

Generic best practice

Add specific statistics, success rates, and clinical outcomes data to increase factual density

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 1462 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 47.4 — fairly difficult.

Generic best practice

Shorten sentences and use simpler words.