

SEO Fix Guide

https://www.anayshaaesthetics.com/genital-rejuvenation/vaginoplasty-in-delhi.php
Audit #35 · 2026-04-24 12:36 · Overall 84/100

Total issues: 22 · High: 4 · Medium: 11 · Low: 7

High (4)

High

Images

Images have alt text
2 of 7 images missing alt attribute.

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

High

Images

Images have dimensions
Only 1/7 images have explicit dimensions.

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

High

Geo

Structured for AI extraction
Weak (3/10).

Generic best practice
Remove excessive CSS styling code and tracking scripts from content - separate presentation layer from informational content

High

Geo

Cites authoritative sources
Weak (2/10).

Generic best practice
Structure medical information with clear H2/H3 headers, bullet points, and definition lists that AI can parse efficiently

Medium (11)

Medium

Meta

Title length
Title is 83 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 as the practitioner and includes some procedural details, but lacks specific case studies, patient outcomes, or detailed firsthand accounts demonstrating extensive experience with vaginoplasty procedures.

Generic best practice

Strengthen Experience signals on this page.

Medium Content

E-E-A-T: Expertise

Moderate: The content covers basic medical information about vaginoplasty including procedure types, eligibility, and benefits, showing foundational expertise. However, it lacks depth in technical details, credentials, certifications, or advanced medical insights that would demonstrate higher-level expertise.

Generic best practice

Strengthen Expertise signals on this page.

Medium Content

E-E-A-T: Authoritativeness

Moderate: The clinic has established web presence with social media profiles and Google Business listing, and mentions a named surgeon. However, there's limited evidence of external recognition, professional affiliations, publications, or third-party endorsements that would establish stronger authority.

Generic best practice

Strengthen Authoritativeness signals on this page.

Medium Content

E-E-A-T: Trustworthiness

Moderate: The site includes proper business contact information, physical address, operating hours, and clear service descriptions. The structured data and transparent presentation support trustworthiness, though patient testimonials, certifications, and detailed privacy/safety information could strengthen trust further.

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 to establish authority and citability

Medium Geo

High factual density

Moderate (4/10).

Generic best practice

Include specific clinical data, success rates, recovery statistics, and evidence-based medical information about vaginoplasty procedures

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 1558 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 7 images use loading="lazy".

Generic best practice

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

Low Images

Modern image formats

4/7 images use modern formats.

Generic best practice

Convert remaining images to WebP or AVIF for smaller payload.

Low Content

Readable prose

Flesch reading ease 42.8 — fairly difficult.

Generic best practice

Shorten sentences and use simpler words.