SEO Fix Guide

https://www.anayshaaesthetics.com/skin-and-hair-treatments/botulinum.php
Audit #38 · 2026-04-24 12:38 · Overall 83/100

Total issues: **22** · High: **5** · Medium: **10** · Low: **7**

High (5)

High | Images | Priority 73/100 | Easy (~15m)

Images have dimensions

Only 1/10 images have explicit dimensions.

Location

Line **120** · `html > head > noscript > img`

```
   119  <noscript><img height="1" width="1" style="display:none"
>  120    src="https://www.facebook.com/tr?id=1233610651352618&ev=PageView&noscript=1" /></noscript>
   121  <!-- End Meta Pixel Code-->
```

Generic best practice

Set explicit width/height on every <img> to prevent Cumulative Layout Shift. Browser reserves the box before the image loads.

Code fix

Before:

```
<img src="photo.jpg" alt="...">
```

After:

```
<img src="photo.jpg" width="800" height="600" alt="...">
```

High | Content | Priority 68/100 | Hard (~120m)

E-E-A-T: Authoritativeness

Weak: While the business has social media presence and structured data markup, there's limited evidence of external recognition, medical board certifications, publications, awards, or authoritative backlinks that would establish strong industry authority. The site structure suggests a legitimate practice but lacks third-party validation.

Generic best practice

Build authoritativeness: links from respected sites in your niche, mentions in industry publications, About page detailing your expertise.

High | Images | Priority 64/100 | Easy (~15m)

Images have alt text

2 of 10 images missing alt attribute.

Location

Line **120** · `html > head > noscript > img`

```
   119  <noscript><img height="1" width="1" style="display:none"
>  120    src="https://www.facebook.com/tr?id=1233610651352618&ev=PageView&noscript=1" /></noscript>
   121  <!-- End Meta Pixel Code-->
```

Generic best practice

Every <img> needs an alt attribute. Alt text helps screen readers, image search ranking, and shows when the image fails to load. Use alt="" only for purely decorative images.

Code fix

Before:

```
<img src="photo.jpg">
```

After:

```
<img src="photo.jpg" alt="Descriptive text describing the image content">
```

High Geo Priority 58/100 Medium (~45m)

High factual density

Weak (3/10).

Generic best practice

Add concrete facts — numbers, dates, percentages, named sources. Vague prose doesn't get cited; specific data does.

High Geo Priority 58/100 Medium (~45m)

Cites authoritative sources

Weak (2/10).

Generic best practice

Cite authoritative external sources (links, references). Pages that cite reputable sources are themselves cited more often.

Medium (10)

Medium Meta Priority 68/100 Trivial (~5m)

Title length

Title is 72 characters — likely truncated in SERPs.

Location

Line **48** · `html > head > title`

```
    47
>   48     <title>Botulinum Treatment in Delhi - Expert Cosmetic Care | ANAYSHA Aesthetics</title>
    49
```

Generic best practice

Title is outside the 30-60 character sweet spot. Google truncates titles longer than ~60 chars in search results, hiding your keywords. Keep the primary keyword near the start.

Code fix

Before:

```
<title>72 chars</title>
```

After:

```
<title>Shortened title — primary keyword first (?60 chars)</title>
```

Medium Content Priority 62/100 Medium (~45m)

E-E-A-T: Expertise

Moderate: The content provides basic educational information about Botulinum toxin treatment including how it works and what to expect, but lacks depth in technical details, qualifications, certifications, or advanced medical insights that would demonstrate high-level expertise. The doctor is named but credentials are not prominently displayed on this page.

Generic best practice

Show expertise: author bio with credentials, citations to reputable sources, in-depth coverage of the topic, technical accuracy.

Medium Content Priority 62/100 Medium (~45m)

E-E-A-T: Trustworthiness

Moderate: The page includes contact information, business hours, and proper schema markup, which are positive trust signals. However, concerns include minimal visible patient reviews on the page itself, limited transparency about qualifications and outcomes, and some technical content that could benefit from more medical citations or safety information.

Generic best practice

Add trust signals: clear contact info, privacy policy, terms of service, customer reviews, security badges, real photos of team/location.

Medium | Page speed | Priority 59/100 | Easy (~15m)

Compression enabled

No gzip/brotli content-encoding header.

Generic best practice

Enable gzip or Brotli compression on your server. Typically cuts text payload by 70-80% — easy LCP win.

Medium | Content | Priority 58/100 | Hard (~120m)

E-E-A-T: Experience

Moderate: The page mentions Dr. Shivani Atri Singh as a provider but lacks detailed firsthand accounts, patient testimonials, or case studies demonstrating real-world experience with Botulinum treatments. Limited evidence of direct patient experiences or treatment outcomes reduces the experience score.

Generic best practice

Demonstrate first-hand experience: original photos, personal anecdotes, before/after results, screenshots from the actual product/service.

Medium | Ssl security | Priority 54/100 | Easy (~15m)

HSTS header present

Missing strict-transport-security header.

Generic best practice

Add Strict-Transport-Security header so browsers refuse HTTP for your domain after the first visit. Bumps SSL Labs grade to A+.

Code fix

After:

```
Strict-Transport-Security: max-age=31536000; includeSubDomains
```

Medium | Links | Priority 53/100 | Easy (~15m)

External links safe

5 external _blank links missing rel=noopener.

Generic best practice

Add rel="noopener noreferrer" to target="_blank" links. Without noopener, the linked page can manipulate your window object — security + perf risk.

Code fix

Before:

```
<a href="https://other.com" target="_blank">External</a>
```

After:

```
<a href="https://other.com" target="_blank" rel="noopener noreferrer">External</a>
```

Medium | Geo | Priority 48/100 | Medium (~45m)

Content provides clear answers

Moderate (4/10).

Generic best practice

Lead each section with a direct, citable answer to the question users would ask. AI engines (ChatGPT, Perplexity) cite the clearest, most specific sentences.

Medium Geo Priority 48/100 Medium (~45m)

Structured for AI extraction

Moderate (6/10).

Generic best practice

Add bulleted lists, sub-headings, definitions, and TL;DR sections. AI engines prefer clearly structured content for extraction.

Medium Headings Priority 45/100 Easy (~15m)

Heading hierarchy

Heading levels skipped 2 times.

Generic best practice

Headings should descend logically: H1 → H2 → H3, no jumps. Skipping levels (H1 → H3) breaks accessibility tools and confuses crawlers.

Code fix

Before:

```
<h1>Page Title</h1>
<h3>Section</h3>  <!-- skipped H2 -->
```

After:

```
<h1>Page Title</h1>
<h2>Section</h2>
<h3>Subsection</h3>
```

Low (7)

Low Technical Priority 52/100 Medium (~45m)

Response time acceptable

Fetched in 1191 ms — acceptable but slow.

Generic best practice

Server is slow. Investigate: enable a CDN, add page caching, optimise database queries, upgrade hosting. TTFB > 800ms hurts every Core Web Vital.

Low Images Priority 49/100 Medium (~45m)

Modern image formats

4/10 images use modern formats.

Generic best practice

Convert images to WebP or AVIF — typically 25-50% smaller than JPEG/PNG with no visible quality loss. Use <picture> for fallback.

Code fix

Before:

```
<img src="photo.jpg">
```

After:

```
<picture>
  <source type="image/avif" srcset="photo.avif">
  <source type="image/webp" srcset="photo.webp">
  <img src="photo.jpg" alt="...">
</picture>
```

Low Images Priority 44/100 Easy (~15m)

Below-fold images lazy

Only 0 of 10 images use loading="lazy".

Generic best practice

Add loading="lazy" to images below the fold. Saves bandwidth, speeds up initial page load.

Code fix

Before:

```
<img src="below-fold.jpg">
```

After:

```
<img src="below-fold.jpg" loading="lazy" width="..." height="..." alt="...">
```

Low Content Priority 43/100 Medium (~45m)

Readable prose

Flesch reading ease 47.7 — fairly difficult.

Generic best practice

Simplify your prose. Shorter sentences (15-20 words), smaller words (1-2 syllables), more paragraph breaks. Target 8th-grade reading level for a general audience.

Low Meta Priority 40/100 Trivial (~5m)

Twitter card present

Missing <meta name="twitter:card">.

Location

Line **21** · `html > head`

```
    20
>   21  <head>
    22
```

Generic best practice

Add a twitter:card meta tag to control how Twitter renders shared links. Use "summary_large_image" with an og:image for the best preview.

Code fix

Before:

```
<!-- no twitter:card -->
```

After:

```
<meta name="twitter:card" content="summary_large_image">
```

Low Ssl security Priority 39/100 Trivial (~5m)

X-Content-Type-Options

Missing x-content-type-options header.

Generic best practice

Add X-Content-Type-Options: nosniff so browsers honour the Content-Type and don't MIME-sniff for malicious files.

Code fix

After:

```
X-Content-Type-Options: nosniff
```

Low | Ssl security | Priority 32/100 | Medium (~45m)

CSP header present

Missing content-security-policy header.

Generic best practice

Add a Content-Security-Policy header to block XSS by whitelisting allowed script/style sources.

Code fix

After:

```
Content-Security-Policy: default-src 'self'; script-src 'self' 'unsafe-inline'
```