SEO Audit Report

https://www.anayshaaesthetics.com/skin-and-hair-treatments/botulinum.php
Audit #38 · 2026-04-24 12:38 · 36.25 s

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✓ 45 pass · ! 17 warn · ✗ 5 fail

Category scores

Category	Score
Geo	38/100
Meta	91/100
Links	88/100
Images	45/100
Mobile	100/100
Schema	100/100
Content	53/100
Sitemap	100/100
Headings	90/100
Hreflang	100/100
Technical	95/100
Page Speed	93/100
Ssl Security	80/100

Meta (11)

Status	Check	Message	Recommendation
Pass	Title tag present title_present	Title tag found.	—
Warning	Title length title_length	Title is 72 characters — likely truncated in SERPs.	Trim to 30–60 characters.
Pass	Title is descriptive title_unique_words	11 words — descriptive enough.	—
Pass	Meta description present meta_description_present	Meta description present.	—
Pass	Meta description length meta_description_length	Description 128 chars — within range.	—
Pass	OpenGraph title present og_title_present	Og title present present.	—
Pass	OpenGraph description present og_description_present	Og description present present.	—
Pass	OpenGraph image present og_image_present	Og image present present.	—
Warning	Twitter card present twitter_card_present	Missing <meta name="twitter:card">.	Add the twitter:card meta tag for rich social previews.

Status	Check	Message	Recommendation
Pass	Viewport meta tag present meta_viewport_present	Viewport meta tag present.	—
Pass	Charset meta tag present meta_charset_present	Charset declared.	—

Headings (5)

Status	Check	Message	Recommendation
Pass	H1 tag present h1_present	Found 1 H1.	—
Pass	Single H1 tag h1_count	Exactly one H1.	—
Pass	H1 has reasonable length h1_length	H1 length 28 chars.	—
Pass	Sufficient H2 tags h2_count	6 H2 tags — good content structure.	—
Warning	Heading hierarchy heading_hierarchy	Heading levels skipped 2 times.	Maintain logical heading order (h1 → h2 → h3, no jumps).

Schema (6)

Status	Check	Message	Recommendation
Pass	JSON-LD structured data present schema_json_ld_present	2 JSON-LD blocks present.	—
Pass	JSON-LD is valid JSON schema_valid_json	All JSON-LD blocks parse cleanly.	—
Pass	Recommended schema types used schema_recommended_types	Recommended schema types found.	—
Pass	No deprecated schema types schema_no_deprecated	No deprecated schema types.	—
Pass	No restricted schema types schema_no_restricted	No restricted schema types.	—
Info	Microdata or RDFa present schema_microdata_present	No microdata. JSON-LD is preferred — this is informational only.	—

Technical (8)

Status	Check	Message	Recommendation
Pass	Canonical URL present canonical_present	Canonical link found.	—
Pass	Canonical self-references canonical_self_referencing	Canonical points to this page.	—
Pass	Page is indexable robots_meta_indexable	No noindex directive.	—
Pass	HTML lang attribute lang_attribute_present	<html lang="en"> declared.	—
Pass	HTML5 doctype doctype_html5	HTML5 doctype declared.	—

Status	Check	Message	Recommendation
Pass	Favicon present favicon_present	Favicon declared.	—
Pass	HTTP status 2xx http_status_ok	Server returned 200.	—
Warning	Response time acceptable response_time_ok	Fetched in 1191 ms — acceptable but slow.	Aim for under 800 ms TTFB.

Sitemap (4)

Status	Check	Message	Recommendation
Pass	robots.txt accessible robots_txt_found	robots.txt found.	—
Pass	robots.txt does not block robots_txt_no_block	robots.txt does not block this page.	—
Pass	sitemap.xml accessible sitemap_xml_found	Sitemap found at https://www.anayshaaesthetics.com/sitemap.xml.	—
Pass	Sitemap referenced sitemap_referenced	Sitemap referenced from robots.txt.	—

Ssl Security (6)

Status	Check	Message	Recommendation
Pass	Page served over HTTPS ssl_https	Served over HTTPS.	—
Pass	TLS handshake succeeds ssl_valid	TLS handshake succeeded.	—
Pass	HTTP redirects to HTTPS http_redirects_to_https	HTTP requests redirect to HTTPS.	—
Warning	HSTS header present hsts_header_present	Missing strict-transport-security header.	Add strict-transport-security for hardened security posture.
Warning	CSP header present csp_header_present	Missing content-security-policy header.	Add content-security-policy for hardened security posture.
Warning	X-Content-Type-Options x_content_type_options	Missing x-content-type-options header.	Add x-content-type-options for hardened security posture.

Page Speed (8)

Status	Check	Message	Recommendation
Pass	PageSpeed performance score pagespeed_score	Score 100/100.	—
Pass	Largest Contentful Paint lcp_within_threshold	Within good threshold (1.52s).	—
Pass	Cumulative Layout Shift cls_within_threshold	Within good threshold (0).	—
Pass	First Contentful Paint fcp_within_threshold	Within good threshold (0.78s).	—

Status	Check	Message	Recommendation
Pass	Time To First Byte ttfb_within_threshold	Within good threshold (0s).	—
Info	Interaction to Next Paint inp_within_threshold	INP is a field-only metric — not measured here.	—
Pass	Few render-blocking resources render_blocking_resources	No render-blocking resources detected.	—
Warning	Compression enabled gzip_or_brotli	No gzip/brotli content-encoding header.	Enable gzip or Brotli on your server.

Links (4)

Status	Check	Message	Recommendation
Pass	Healthy internal link count internal_link_count	37 unique internal links.	—
Pass	No broken internal links no_broken_internal_links	All 10 sampled internal links return success.	—
Warning	External links safe external_links_safe	5 external _blank links missing rel=noopener.	Add rel="noopener noreferrer" to target="_blank" links for security.
Pass	Descriptive anchor text descriptive_anchor_text	Anchor texts are descriptive.	—

Images (4)

Status	Check	Message	Recommendation
Fail	Images have alt text images_alt_present	2 of 10 images missing alt attribute.	Add alt text describing each image (alt="" for purely decorative).
Warning	Below-fold images lazy images_lazy_loaded	Only 0 of 10 images use loading="lazy".	Add loading="lazy" to images below the fold.
Warning	Modern image formats images_modern_formats	4/10 images use modern formats.	Convert remaining images to WebP or AVIF for smaller payload.
Fail	Images have dimensions images_have_dimensions	Only 1/10 images have explicit dimensions.	Add width/height attributes — required to avoid layout shift.

Content (6)

Status	Check	Message	Recommendation
Pass	Sufficient word count word_count	2742 words — substantive content.	—
Warning	Readable prose readability	Flesch reading ease 47.7 — fairly difficult.	Shorten sentences and use simpler words.
Warning	E-E-A-T: Experience eeat_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.	Strengthen Experience signals on this page.

Status	Check	Message	Recommendation
Warning	E-E-A-T: Expertise eeat_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.	Strengthen Expertise signals on this page.
Fail	E-E-A-T: Authoritativeness eeat_authority	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.	Authoritativeness is the most impactful E-E-A-T weakness here — address first.
Warning	E-E-A-T: Trustworthiness eeat_trust	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.	Strengthen Trustworthiness signals on this page.

Mobile (4)

Status	Check	Message	Recommendation
Pass	Viewport set for mobile mobile_viewport	Responsive viewport configured.	—
Pass	Tap targets reasonable mobile_tap_targets	No obvious tap-target sizing problems.	—
Info	Legible font sizes mobile_font_size	No inline body font-size — relying on stylesheet defaults.	—
Pass	No Flash/legacy plugins mobile_no_flash	No legacy plugin elements.	—

Hreflang (4)

Status	Check	Message	Recommendation
Info	hreflang tags present (if i18n) hreflang_present	No hreflang tags. OK for monolingual sites.	—
Skipped	hreflang codes valid hreflang_valid_codes	No hreflang to evaluate.	—
Skipped	hreflang self-reference hreflang_self_ref	No hreflang to evaluate.	—
Skipped	hreflang x-default present hreflang_x_default	No hreflang to evaluate.	—

Geo (4)

Status	Check	Message	Recommendation
Warning	Content provides clear answers geo_clear_answers	Moderate (4/10).	Add clear, concise definitions and explanations at the beginning of content sections instead of mixing promotional language with educational content
Fail	High factual density geo_factual_density	Weak (3/10).	Include citations to medical studies, clinical research, or authoritative medical sources to support claims about Botulinum toxin effectiveness and safety

Status	Check	Message	Recommendation
Warning	Structured for AI extraction geo_structured_for_ai	Moderate (6/10).	Structure content with clear H1-H6 hierarchy and use semantic HTML to help AI identify key facts versus promotional material
Fail	Cites authoritative sources geo_authoritative_sources	Weak (2/10).	Separate CSS, JavaScript, and tracking code from main content - currently these dilute the informational density for AI parsers