

SEO Fix Guide

https://www.anayshaaesthetics.com/skin-and-hair-treatments/chemical-peels.php
Audit #41 · 2026-04-24 12:40 · Overall 84/100

Total issues: 21 · High: 5 · Medium: 9 · Low: 7

High (5)

High

Images

Priority 73/100

Easy (~15m)

Images have dimensions

Only 1/10 images have explicit dimensions.

Location

Line 123 · html > head > noscript > img

```
122 <noscript><img height="1" width="1" style="display:none"
> 123   src="https://www.facebook.com/tr?id=1233610651352618&ev=PageView&noscript=1" /></noscript>
124 <!-- End Meta Pixel Code-->
```

Generic best practice

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

Code fix

Before:

```

```

After:

```

```

High

Content

Priority 68/100

Hard (~120m)

E-E-A-T: Authoritativeness

Weak: The clinic has social media presence (Instagram, Facebook, YouTube) and local business schema markup, but there's limited evidence of external recognition, medical certifications displayed, published research, or authoritative backlinks that would establish them as industry leaders in chemical peeling.

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 123 · html > head > noscript > img

```
122 <noscript><img height="1" width="1" style="display:none"
> 123   src="https://www.facebook.com/tr?id=1233610651352618&ev=PageView&noscript=1" /></noscript>
124 <!-- End Meta Pixel Code-->
```

Generic best practice

Every 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:

```

```

After:

```

```

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 (9)

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

Title length

Title is 63 characters — likely truncated in SERPs.

Location

Line 45 · html > head > title

```
> 44
  45 <title>Best Chemical Peeling in Delhi | Chemical Peeling Cost in Delhi</title>
  46 <style>
```

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>63 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: Content covers basic chemical peeling information including candidate criteria, benefits, and procedure details, showing foundational medical knowledge. However, it lacks depth in technical details, specific peel types/strengths, scientific evidence, or comprehensive treatment protocols that would demonstrate advanced expertise.

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: Contact information, physical address, and business hours are clearly provided with proper schema markup, which builds basic trust. However, the page lacks crucial trust signals like verified patient reviews, clear pricing transparency, credentials verification, privacy policies, or detailed consultation processes for this medical procedure.

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 certified dermatologist and references practical treatment details, but lacks patient testimonials, case studies, or detailed before/after documentation that would demonstrate hands-on experience with chemical peeling procedures.

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 (5/10).

Generic best practice

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

Low (7)

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

Response time acceptable

Fetches in 1559 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:

```

```

After:

```
<picture>
  <source type="image/avif" srcset="photo.avif">
  <source type="image/webp" srcset="photo.webp">
  
</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:

```

```

After:

```

```

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

Readable prose

Flesch reading ease 49.7 — 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'
```