SEO Fix Guide

https://www.revivaskinandsurgery.com/service/fistula.html
Audit #418 · 2026-06-05 04:51 · Overall 75/100

Total issues: **32** · High: **5** · Medium: **20** · Low: **7**

High (5)

High | Page speed | Priority 83/100 | Medium (~45m)

Largest Contentful Paint

Poor: 9.72s.

Generic best practice

Largest Contentful Paint should load within 2.5s. Optimise the largest above-the-fold element: compress hero images, preload critical assets, and eliminate render-blocking resources.

Code fix

Before:

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

After:

```
<link rel="preload" as="image" href="hero.webp">
<img src="hero.webp" fetchpriority="high" width="1200" height="600" alt="...">
```

High | Page speed | Priority 74/100 | Medium (~45m)

First Contentful Paint

Poor: 4.71s.

Generic best practice

First Contentful Paint should be under 1.8s. Inline critical CSS, defer non-critical CSS/JS, and use a CDN.

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

H1 tag present

No <h1> found.

Location

Line **81** · `html > body.font-sans`

```
    80
>   81  <body class="font-sans text-black bg-[#EBEBD3]">
    82
```

Generic best practice

Every page needs exactly one <h1> tag — the primary heading. It tells both users and search engines what the page is about, and is the strongest on-page ranking signal.

Code fix

Before:

```
<body>
  <div>Page content with no H1</div>
</body>
```

After:

```
<body>
  <h1>Your Main Page Heading</h1>
  <!-- rest of content -->
</body>
```

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

Images have dimensions

Only 0/5 images have explicit dimensions.

Location

Line **94** · `body.font-sans > header.fixed > div.container > div.flex > a > img`

```
    93        <a href="https://www.revivaskinandsurgery.com/">
>   94          <img src="https://www.revivaskinandsurgery.com/assets/Reviva_logo_.png" alt="Reviva Skin and
Surgery Clinic">
    95        </a>
```

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 Meta Priority 65/100 Easy (~15m)

OpenGraph image present

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

Location

Line **3** · `html > head`

```
     2  <html lang="en">
>    3  <head>
     4      <meta charset="UTF-8">
```

Generic best practice

Add an Open Graph image so links to this page render as a rich card on social platforms. Use 1200x630 px, JPEG/PNG, under 1MB.

Code fix

Before:

```
<head>
  <!-- no og:image -->
</head>
```

After:

```
<head>
  <meta property="og:image" content="https://yoursite.com/og-image.jpg">
  <meta property="og:image:width" content="1200">
  <meta property="og:image:height" content="630">
</head>
```

Medium (20)

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

Title length

Title is 70 characters — likely truncated in SERPs.

Location

Line **6** · `html > head > title`

```
     5    <meta name="viewport" content="width=device-width, initial-scale=1.0">
>    6    <title>Fistula Treatment in Noida | Reviva Surgery Clinic | Dr. Aarushi Tyagi</title>
     7    <meta name="author" content="genesisvirtue">
```

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>70 chars</title>
```

After:

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

Medium | Page speed | Priority 68/100 | Easy (~15m)

Cumulative Layout Shift

Needs improvement: 0.233.

Generic best practice

Cumulative Layout Shift should be under 0.1. Set explicit width/height on images, reserve space for embeds and ads, and avoid late-loading fonts that re-flow text.

Code fix

Before:

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

After:

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

Medium | Technical | Priority 66/100 | Easy (~15m)

Canonical URL present

No canonical link tag found.

Location

Line **3** · `html > head`

```
     2  <html lang="en">
>    3  <head>
     4      <meta charset="UTF-8">
```

Generic best practice

Add a canonical link to prevent duplicate-content issues. It tells search engines which URL is the authoritative version of this page.

Code fix

Before:

```
<head>
  <!-- no canonical -->
</head>
```

After:

```
<head>
  <link rel="canonical" href="https://www.revivaskinandsurgery.com/service/fistula.html">
</head>
```

Medium Page speed Priority 64/100 Medium (~45m)

PageSpeed performance score

Score 51/100 — improve.

Generic best practice

Open Lighthouse in Chrome DevTools or PageSpeed Insights — the report lists specific opportunities ranked by impact.

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

E-E-A-T: Expertise

Moderate:

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:

Generic best practice

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

Medium Meta Priority 59/100 Trivial (~5m)

Meta description length

Description is 101 characters — too short.

Location

Line **9** · `html > head > meta:nth-of-type(4)`

```
     8    <meta name="description"
>    9        content="Comprehensive fistula treatment in Noida using advanced surgical techniques at Reviva
Surgery Clinic.">
    10    <meta name="keywords"
```

Generic best practice

Meta description is outside the 120-160 character range. Too short = thin content; too long = truncated by Google.

Code fix

Before:

```
<meta name="description" content="101 chars">
```

After:

```
<meta name="description" content="Rewritten description, 120-160 chars, with the primary keyword and a value
proposition.">
```

Medium Meta Priority 59/100 Trivial (~5m)

OpenGraph title present

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

Location

Line **3** · `html > head`

```
     2  <html lang="en">
>    3  <head>
     4      <meta charset="UTF-8">
```

Generic best practice

Add og:title for social-media link previews. Without it, shared links fall back to the page <title>, which may not be ideal for Facebook/LinkedIn cards.

Code fix

Before:

```
<head>
  <!-- no og:title -->
</head>
```

After:

```
<head>
  <meta property="og:title" content="Your social-friendly title">
</head>
```

Medium Meta Priority 59/100 Trivial (~5m)

OpenGraph description present

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

Location

Line **3** · `html > head`

```
     2  <html lang="en">
>    3  <head>
     4      <meta charset="UTF-8">
```

Generic best practice

Add og:description so links shared on Facebook/LinkedIn show a preview blurb. Falls back to meta description if missing, but a tailored one converts better.

Code fix

Before:

```
<head>
  <!-- no og:description -->
</head>
```

After:

```
<head>
  <meta property="og:description" content="Punchy social-share blurb, 90-150 chars.">
</head>
```

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 Images Priority 59/100 Medium (~45m)

Modern image formats

No images use webp/avif.

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>
```

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

E-E-A-T: Experience

Moderate:

Generic best practice

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

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

E-E-A-T: Authoritativeness

Moderate:

Generic best practice

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

Medium Sitemap Priority 56/100 Trivial (~5m)

robots.txt accessible

No robots.txt found at https://www.revivaskinandsurgery.com/robots.txt

Generic best practice

Create a /robots.txt file. Tells crawlers which pages to skip and where your sitemap lives.

Code fix

Before:

```
// File missing: /robots.txt
```

After:

```
User-agent: *
Allow: /

Sitemap: https://www.revivaskinandsurgery.com/service/fistula.htmlsitemap.xml
```

Medium Schema Priority 55/100 Easy (~15m)

Recommended schema types used

No recommended schema types found (Organization, WebSite, BreadcrumbList, Article, Product).

Generic best practice

Add at least Organization or WebSite schema so Google understands your brand entity. These are the highest-impact-to-effort schema additions for any site.

Code fix

Before:

```
<!-- no Organization/WebSite schema -->
```

After:

```
<script type="application/ld+json">
{
  "@context": "https://schema.org",
  "@type": "Organization",
  "name": "Your Brand",
  "url": "https://yoursite.com/",
  "logo": "https://yoursite.com/logo.png"
}
</script>
```

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 Geo Priority 48/100 Medium (~45m)

Content provides clear answers

Moderate (5/10).

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)

High factual density

Moderate (5/10).

Generic best practice

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

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.

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

Cites authoritative sources

Moderate (5/10).

Generic best practice

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

Low (7)

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

Below-fold images lazy

Only 0 of 5 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 33.4 — 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 **3** · `html > head`

```
     2  <html lang="en">
>    3  <head>
     4      <meta charset="UTF-8">
```

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 Headings Priority 40/100 Medium (~45m)

Sufficient H2 tags

Only 1 H2 tags.

Generic best practice

Use H2s to break content into scannable sections. Pages with no H2 read as a wall of text — worse for users and for search relevance.

Code fix

Before:

```
<!-- no H2 sections -->
```

After:

```
<h2>First Major Section</h2>
<p>...</p>
<h2>Second Major Section</h2>
<p>...</p>
```

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 Sitemap Priority 37/100 Trivial (~5m)

Sitemap referenced

robots.txt does not reference a sitemap.

Generic best practice

Reference your sitemap from robots.txt so crawlers can find it without guessing.

Code fix

After:

```
User-agent: *
Allow: /

Sitemap: https://yoursite.com/sitemap.xml
```

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'
```