

SEO Fix Guide

https://www.revivaskinandsurgery.com/WP_Blog/
Audit #432 · 2026-06-05 04:55 · Overall 81/100

Total issues: 25 · High: 2 · Medium: 16 · Low: 7

High (2)

HighMetaPriority 78/100Trivial (~5m)

Meta description present

No meta description found.

Location

Line 3 · html > head

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

Generic best practice

Add a meta description (120-160 characters) summarising the page. It appears under the title in search results and directly affects click-through rate.

Code fix

Before:

<head><!-- no meta description --></head>

After:

<head><meta name="description" content="Compelling 120-160 character summary describing what's on this page and why a user should click."></head>

HighHeadingsPriority 73/100Easy (~15m)

H1 tag present

No <h1> found.

Location

Line 246 · html > body.home

>245246<body class="home wp-singular page-template-default page page-id-46 wp-custom-logo wp-embed-responsive wp-theme-bloghoot elementor-default elementor-kit-3 elementor-page elementor-page-46">247

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>

Medium (16)

Medium Page speed Priority 73/100 Medium (~45m)

Largest Contentful Paint

Needs improvement: 2.95s.

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:

```

```

After:

```
<link rel="preload" as="image" href="hero.webp">

```

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

Title length

Title is only 10 characters — too short to communicate value.

Location

Line 21 · html > head > title

```
20
> 21 <title>Homepage -</title>
   22 <link rel="alternate" type="application/rss+xml" title=" &raquo; Feed"
href="https://www.revivaskinandurgery.com/WP_Blog/feed/" />
```

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>10 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:

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)

Title is descriptive

Title has fewer than 3 words.

Generic best practice

Make the title descriptive — at least 3 meaningful words including the page topic and brand. Single-word titles waste a high-impact ranking signal.

Code fix

Before:

```
<title>2 words</title>
```

After:

```
<title>Specific Page Topic — Brand Name</title>
```

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

OpenGraph description present

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

Location

Line 3 · html > head

```
> 2 <html lang="en-US">
  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 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/WP_Blog/sitemap.xml
```

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.

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

Fetches in 896 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

6/42 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 21 of 42 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 35.9 — 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 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'
```