SEO Fix Guide

https://www.revivaskinandsurgery.com/WP_Blog/blog-2/
Audit #433 · 2026-06-05 04:55 · Overall 83/100

Total issues: **24** · High: **3** · Medium: **16** · Low: **5**

High (3)

High | Meta | Priority 78/100 | Trivial (~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>
```

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

H1 tag present

No <h1> found.

Location

Line **231** · `html > body.blog`

```
    230
>   231  <body class="blog wp-custom-logo wp-embed-responsive wp-theme-bloghoot elementor-default elementor-
kit-3">
    232
```

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 Meta Priority 65/100 Easy (~15m)

OpenGraph image present

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

Location

Line **3** · `html > head`

```
     2  <html lang="en-US">
>    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 (16)

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

Largest Contentful Paint

Needs improvement: 3s.

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="...">
```

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

Title length

Title is only 6 characters — too short to communicate value.

Location

Line **20** · `html > head > title`

```
    19
>   20  <title>Blog -</title>
    21  <link rel="alternate" type="application/rss+xml" title=" &raquo; Feed"
href="https://www.revivaskinandsurgery.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>6 chars</title>
```

After:

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

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

PageSpeed performance score

Score 74/100 — 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)

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/blog-2/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.

Low (5)

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

Modern image formats

4/16 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 | Content | Priority 43/100 | Medium (~45m)

Readable prose

Flesch reading ease 32.5 — 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'
```