SEO Fix Guide

https://www.anayshaaesthetics.com/hair-transplant-in-delhi.php
Audit #46 · 2026-04-24 12:41 · Overall 85/100

Total issues: **21** · High: **4** · Medium: **10** · Low: **7**

High (4)

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

Images have dimensions

Only 1/5 images have explicit dimensions.

Location

Line **88** · `html > head > noscript > img`

```
    87  <noscript><img height="1" width="1" style="display:none"
>   88    src="https://www.facebook.com/tr?id=1233610651352618&ev=PageView&noscript=1" /></noscript>
    89  <!-- End Meta Pixel Code-->
```

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 | Images | Priority 64/100 | Easy (~15m)

Images have alt text

2 of 5 images missing alt attribute.

Location

Line **88** · `html > head > noscript > img`

```
    87  <noscript><img height="1" width="1" style="display:none"
>   88    src="https://www.facebook.com/tr?id=1233610651352618&ev=PageView&noscript=1" /></noscript>
    89  <!-- End Meta Pixel Code-->
```

Generic best practice

Every <img> 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:

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

After:

```
<img src="photo.jpg" alt="Descriptive text describing the image content">
```

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 (10)

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

E-E-A-T: Expertise

Moderate: Content covers technical aspects like hair transplant methods and success rates, but the truncated content doesn't show depth of medical expertise, advanced techniques, or credentials that establish the doctor as a hair transplant specialist.

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 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 and provides procedural details, but lacks detailed case studies, before/after documentation, or patient testimonials that would demonstrate extensive first-hand experience with hair transplant procedures.

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 | 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.

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

Fetched in 1215 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

4/5 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 | 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 48.2 — 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 **12** · `html > head`

```
    11
>   12  <head>
    13     <!-- Meta -->
```

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'
```