# SEO Audit Report

https://dermaclinix.in/pcod.html
Audit #468 · 2026-06-10 06:03 · 27.78 s

**67**

✓ 29 pass · ! 25 warn · ✗ 7 fail

## Category scores

| Category | Score |
|---|---|
| Meta | 61/100 |
| Headings | 72/100 |
| Schema | 0/100 |
| Technical | 94/100 |
| Sitemap | 100/100 |
| Ssl Security | 80/100 |
| Page Speed | 67/100 |
| Links | 70/100 |
| Images | 58/100 |
| Content | 55/100 |
| Mobile | 100/100 |
| Hreflang | 100/100 |
| Geo | 50/100 |

## Meta (10)

| Status | Check | Message | Recommendation |
|---|---|---|---|
| Pass | Title tag present<br>title_present | Title tag found. | — |
| Warning | Title length<br>title_length | Title is only 18 characters — too short to communicate value. | Aim for 30–60 characters. |
| Pass | Title is descriptive<br>title_unique_words | 3 words — descriptive enough. | — |
| Fail | Meta description present<br>meta_description_present | No meta description found. | Add a compelling 120–160 character meta description. |
| Warning | OpenGraph title present<br>og_title_present | Missing <meta property="og:title">. | Add the og:title meta tag for rich social previews. |
| Warning | OpenGraph description present<br>og_description_present | Missing <meta property="og:description">. | Add the og:description meta tag for rich social previews. |
| Warning | OpenGraph image present<br>og_image_present | Missing <meta property="og:image">. | Add the og:image meta tag for rich social previews. |
| Warning | Twitter card present<br>twitter_card_present | Missing <meta name="twitter:card">. | Add the twitter:card meta tag for rich social previews. |
| Pass | Viewport meta tag present<br>meta_viewport_present | Viewport meta tag present. | — |

| Status | Check | Message | Recommendation |
|---|---|---|---|
| Pass | Charset meta tag present<br>meta_charset_present | Charset declared. | — |

## Headings (5)

| Status | Check | Message | Recommendation |
|---|---|---|---|
| Pass | H1 tag present<br>h1_present | Found 6 H1. | — |
| Warning | Single H1 tag<br>h1_count | Found 6 H1 tags — best practice is exactly one. | Reduce to a single H1 per page; demote secondary H1s to H2. |
| Pass | H1 has reasonable length<br>h1_length | H1 length 44 chars. | — |
| Warning | Sufficient H2 tags<br>h2_count | Only 0 H2 tags. | Use H2s to break content into scannable sections. |
| Warning | Heading hierarchy<br>heading_hierarchy | Heading levels skipped 3 times. | Maintain logical heading order (h1 → h2 → h3, no jumps). |

## Schema (6)

| Status | Check | Message | Recommendation |
|---|---|---|---|
| Fail | JSON-LD structured data present<br>schema_json_ld_present | No JSON-LD scripts found. | Add structured data (Organization, WebSite, BreadcrumbList). |
| Skipped | JSON-LD is valid JSON<br>schema_valid_json | No JSON-LD to evaluate. | — |
| Skipped | Recommended schema types used<br>schema_recommended_types | No JSON-LD to evaluate. | — |
| Skipped | No deprecated schema types<br>schema_no_deprecated | No JSON-LD to evaluate. | — |
| Skipped | No restricted schema types<br>schema_no_restricted | No JSON-LD to evaluate. | — |
| Info | Microdata or RDFa present<br>schema_microdata_present | No microdata. JSON-LD is preferred — this is informational only. | — |

## Technical (8)

| Status | Check | Message | Recommendation |
|---|---|---|---|
| Warning | Canonical URL present<br>canonical_present | No canonical link tag found. | Add <link rel="canonical" href="..."> to prevent duplicate indexing. |
| Skipped | Canonical self-references<br>canonical_self_referencing | No canonical to evaluate. | — |
| Pass | Page is indexable<br>robots_meta_indexable | No noindex directive. | — |
| Pass | HTML lang attribute<br>lang_attribute_present | <html lang="en"> declared. | — |
| Pass | HTML5 doctype<br>doctype_html5 | HTML5 doctype declared. | — |

| Status | Check | Message | Recommendation |
|---|---|---|---|
| Pass | Favicon present<br>favicon_present | Favicon declared. | — |
| Pass | HTTP status 2xx<br>http_status_ok | Server returned 200. | — |
| Pass | Response time acceptable<br>response_time_ok | Fetched in 273 ms. | — |

## Sitemap (4)

| Status | Check | Message | Recommendation |
|---|---|---|---|
| Pass | robots.txt accessible<br>robots_txt_found | robots.txt found. | — |
| Pass | robots.txt does not block<br>robots_txt_no_block | robots.txt does not block this page. | — |
| Pass | sitemap.xml accessible<br>sitemap_xml_found | Sitemap found at https://www.dermaclinix.in/sitemap.xml. | — |
| Pass | Sitemap referenced<br>sitemap_referenced | Sitemap referenced from robots.txt. | — |

## Ssl Security (6)

| Status | Check | Message | Recommendation |
|---|---|---|---|
| Pass | Page served over HTTPS<br>ssl_https | Served over HTTPS. | — |
| Pass | TLS handshake succeeds<br>ssl_valid | TLS handshake succeeded. | — |
| Pass | HTTP redirects to HTTPS<br>http_redirects_to_https | HTTP requests redirect to HTTPS. | — |
| Warning | HSTS header present<br>hsts_header_present | Missing strict-transport-security header. | Add strict-transport-security for hardened security posture. |
| Warning | CSP header present<br>csp_header_present | Missing content-security-policy header. | Add content-security-policy for hardened security posture. |
| Warning | X-Content-Type-Options<br>x_content_type_options | Missing x-content-type-options header. | Add x-content-type-options for hardened security posture. |

## Page Speed (8)

| Status | Check | Message | Recommendation |
|---|---|---|---|
| Warning | PageSpeed performance score<br>pagespeed_score | Score 60/100 — improve. | Investigate Lighthouse opportunities. |
| Fail | Largest Contentful Paint<br>lcp_within_threshold | Poor: 7.88s. | Improve to ≤ 2.5s. |
| Pass | Cumulative Layout Shift<br>cls_within_threshold | Within good threshold (0). | — |
| Fail | First Contentful Paint<br>fcp_within_threshold | Poor: 6.6s. | Improve to ≤ 1.8s. |

| Status | Check | Message | Recommendation |
|---|---|---|---|
| Pass | Time To First Byte<br>ttfb_within_threshold | Within good threshold (0s). | — |
| Info | Interaction to Next Paint<br>inp_within_threshold | INP is a field-only metric — not measured here. | — |
| Pass | Few render-blocking resources<br>render_blocking_resources | No render-blocking resources detected. | — |
| Warning | Compression enabled<br>gzip_or_brotli | No gzip/brotli content-encoding header. | Enable gzip or Brotli on your server. |

## Links (4)

| Status | Check | Message | Recommendation |
|---|---|---|---|
| Pass | Healthy internal link count<br>internal_link_count | 49 unique internal links. | — |
| Fail | No broken internal links<br>no_broken_internal_links | 2 of 10 sampled internal links broken. | Fix or remove broken links: https://dermaclinix.in/hair-transplantation/eyebrow-transplantation.html (HTTP 0); https://dermaclinix.in/hair-transplantation/failed-hair-transplant-repair.html (HTTP 0) |
| Warning | External links safe<br>external_links_safe | 5 external _blank links missing rel=noopener. | Add rel="noopener noreferrer" to target="_blank" links for security. |
| Pass | Descriptive anchor text<br>descriptive_anchor_text | Anchor texts are descriptive. | — |

## Images (4)

| Status | Check | Message | Recommendation |
|---|---|---|---|
| Pass | Images have alt text<br>images_alt_present | All 57 images have alt attribute (empty alt OK for decorative). | — |
| Warning | Below-fold images lazy<br>images_lazy_loaded | Only 0 of 57 images use loading="lazy". | Add loading="lazy" to images below the fold. |
| Warning | Modern image formats<br>images_modern_formats | No images use webp/avif. | Adopt WebP/AVIF — typically 25-50% smaller than JPEG/PNG. |
| Fail | Images have dimensions<br>images_have_dimensions | Only 1/57 images have explicit dimensions. | Add width/height attributes — required to avoid layout shift. |

## Content (6)

| Status | Check | Message | Recommendation |
|---|---|---|---|
| Pass | Sufficient word count<br>word_count | 2278 words — substantive content. | — |
| Fail | Readable prose<br>readability | Flesch reading ease 21.4 — very difficult. | Aggressively simplify prose for general audience. |
| Warning | E-E-A-T: Experience<br>eeat_experience | Moderate: | Strengthen Experience signals on this page. |

| Status | Check | Message | Recommendation |
|---|---|---|---|
| Warning | E-E-A-T: Expertise<br>eeat_expertise | Moderate: | Strengthen Expertise signals on this page. |
| Warning | E-E-A-T: Authoritativeness<br>eeat_authority | Moderate: | Strengthen Authoritativeness signals on this page. |
| Warning | E-E-A-T: Trustworthiness<br>eeat_trust | Moderate: | Strengthen Trustworthiness signals on this page. |

## Mobile (4)

| Status | Check | Message | Recommendation |
|---|---|---|---|
| Pass | Viewport set for mobile<br>mobile_viewport | Responsive viewport configured. | — |
| Pass | Tap targets reasonable<br>mobile_tap_targets | No obvious tap-target sizing problems. | — |
| Info | Legible font sizes<br>mobile_font_size | No inline body font-size — relying on stylesheet defaults. | — |
| Pass | No Flash/legacy plugins<br>mobile_no_flash | No legacy plugin elements. | — |

## Hreflang (4)

| Status | Check | Message | Recommendation |
|---|---|---|---|
| Info | hreflang tags present (if i18n)<br>hreflang_present | No hreflang tags. OK for monolingual sites. | — |
| Skipped | hreflang codes valid<br>hreflang_valid_codes | No hreflang to evaluate. | — |
| Skipped | hreflang self-reference<br>hreflang_self_ref | No hreflang to evaluate. | — |
| Skipped | hreflang x-default present<br>hreflang_x_default | No hreflang to evaluate. | — |

## Geo (4)

| Status | Check | Message | Recommendation |
|---|---|---|---|
| Warning | Content provides clear answers<br>geo_clear_answers | Moderate (5/10). | Improve to lift this dimension. |
| Warning | High factual density<br>geo_factual_density | Moderate (5/10). | Improve to lift this dimension. |
| Warning | Structured for AI extraction<br>geo_structured_for_ai | Moderate (5/10). | Improve to lift this dimension. |
| Warning | Cites authoritative sources<br>geo_authoritative_sources | Moderate (5/10). | Improve to lift this dimension. |