

SEO Fix Guide

https://dermaclinic.in/blog.html
Audit #482 · 2026-06-10 06:07 · Overall 79/100

Total issues: 25 · Critical: 1 · High: 2 · Medium: 15 · Low: 7

Critical (1)

CriticalMetaPriority 97/100Trivial (~5m)

Title tag present

No <title> tag was found in <head>.

Location

Line 1 · html > head

```
> 1  <!DOCTYPE html><html lang="en-US"><head><meta charset="UTF-8" /><meta content="width=device-width,
initial-scale=1.0" name="viewport" /><title></title><link href="https://www.dermaclinic.in/" rel="canonical"
/><meta content="en_US" property...
2      "@context": "https://schema.org",
```

Generic best practice

Every page must have a unique, descriptive <title> tag inside <head>. 30-60 characters, primary keyword first.

Code fix

Before:

```
<head>
<!-- no <title> tag -->
</head>
```

After:

```
<head>
<title>Your Page Title (30-60 chars)</title>
</head>
```

High (2)

HighHeadingsPriority 73/100Easy (~15m)

H1 tag present

No <h1> found.

Location

Line 79 · html > body.home

```
78      ]
> 79    }</script> <link href="https://www.dermaclinic.in/blog/wp-content/themes/Dermaclinic-
blog/img/icons/favicon.png" rel="shortcut icon" /><meta name='robots' content='max-image-preview:large'
/><link rel='dns-prefetch' href='//fonts.google...
80    | Members of ISHRS (USA)</p></div><div class="pt-3 d-none d-md-block"><p><span class="tel-icon">
</span> For Hair <a class="text-black"
```

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 36/58 images have explicit dimensions.

Location

Line 86 · body.home > header.main-header > nav.navbar > div.wrapper-container > a.navbar-brand > img

```
85 <a class="navbar-brand m-0 p-0" href="https://www.dermaclinux.in/blog/">
> 86 
87 </a>
```

Generic best practice

Set explicit width/height on every to prevent Cumulative Layout Shift. Browser reserves the box before the image loads.

Code fix

Before:

```

```

After:

```

```

Medium (15)

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

Largest Contentful Paint

Needs improvement: 3.56s.

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

First Contentful Paint

Needs improvement: 2.58s.

Generic best practice

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

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 50 characters — too short.

Location

Line 1 · html > head > meta:nth-of-type(9)

```
> 1  <!DOCTYPE html><html lang="en-US"><head><meta charset="UTF-8" /><meta content="width=device-width,
initial-scale=1.0" name="viewport" /><title></title><link href="https://www.dermaclinic.in/" rel="canonical"
/><meta content="en_US" property...
2      "@context": "https://schema.org",
```

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="50 chars">
```

After:

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

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 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

3 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 Content Priority 53/100 Medium (~45m)

Readable prose

Flesch reading ease -3.7 — very 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.

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 Technical Priority 52/100 Medium (~45m)

Response time acceptable

Fetches in 1847 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

7/58 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 32 of 58 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 Meta Priority 40/100 Trivial (~5m)

Twitter card present

Missing <meta name="twitter:card">.

Location

Line 1 · html > head

```
> 1 <!DOCTYPE html><html lang="en-US"><head><meta charset="UTF-8" /><meta content="width=device-width,
initial-scale=1.0" name="viewport" /><title></title><link href="https://www.dermaclinic.in/" rel="canonical"
/><meta content="en_US" property...
2 "@context": "https://schema.org",
```

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 0 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 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'
```