

# SEO Fix Guide

https://nayraivf.com/blog/embryo-freezing-vs-egg-freezing-which-is-better/  
Audit #503 · 2026-06-10 06:47 · Overall 86/100

Total issues: 19 · Medium: 14 · Low: 5

## Medium (14)

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:



After:

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


Medium

Page speed

Priority 64/100

Medium (~45m)

### First Contentful Paint

Needs improvement: 2.56s.

**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

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

1 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 -25.4 — 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 (5)

Low Technical Priority 52/100 Medium (~45m)

### Response time acceptable

Fetches in 1201 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

2/4 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 0 of 4 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 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'
```