

SEO Fix Guide

https://cliniceximus.com/is-rhinoplasty-safe-for-diabetic-patients/
Audit #549 · 2026-06-11 01:40 · Overall 82/100

Total issues: 22 · High: 4 · Medium: 16 · Low: 2

High (4)

High

Page speed

Priority 83/100

Medium (~45m)

Largest Contentful Paint

Poor: 6.9s.

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">

```

High

Page speed

Priority 74/100

Medium (~45m)

PageSpeed performance score

Score 45/100 — poor.

Generic best practice

Open Lighthouse in Chrome DevTools or PageSpeed Insights — the report lists specific opportunities ranked by impact.

High

Page speed

Priority 74/100

Medium (~45m)

First Contentful Paint

Poor: 3.64s.

Generic best practice

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

High

Images

Priority 64/100

Easy (~15m)

Images have alt text

1 of 15 images missing alt attribute.

Location

Line 236 · html > head > noscript > img

```
235 src="https://www.facebook.com/tr?id=3828799350523761&ev=PageView&noscript=1"
> 236 /></noscript>
237 <!-- End Meta Pixel Code -->
```

Generic best practice

Every 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:

```

```

After:

```

```

Medium (16)

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

Title length

Title is 64 characters — likely truncated in SERPs.

Location

Line 19 · html > head > title

```
18 <!-- Search Engine Optimization by Rank Math - https://rankmath.com/ -->
> 19 <title>Is Rhinoplasty Safe for Diabetics? Risks & Precautions Explained</title>
20 <meta name="description" content="Can diabetic patients safely undergo rhinoplasty? Learn about the
risks, precautions, and expert recommendations to ensure a safe and smooth surgery. Read more!"/>
```

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>64 chars</title>
```

After:

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

Medium Images Priority 63/100 Easy (~15m)

Images have dimensions

13/15 images have explicit dimensions.

Location

Line 236 · html > head > noscript > img

```
235 src="https://www.facebook.com/tr?id=3828799350523761&ev=PageView&noscript=1"
> 236 /></noscript>
237 <!-- End Meta Pixel Code -->
```

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 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 Headings Priority 54/100 Easy (~15m)

Single H1 tag

Found 2 H1 tags — best practice is exactly one.

Location

Line **1729** · `div.elementor-element > div.e-con-inner > div.elementor-element > div.elementor-element > div.elementor-widget-container > h1.elementor-heading-title`

```
1728     <div class="elementor-widget-container">
> 1729     <h1 class="elementor-heading-title elementor-size-default">Is Rhinoplasty Safe for Diabetic
Patients?</h1>     </div>
1730     </div>
```

Generic best practice

Use exactly one `<h1>` per page. Multiple H1s confuse search engines about the main topic. Demote secondary H1s to H2.

Code fix

Before:

```
<h1>Main Title</h1>
<h1>Secondary Title</h1>
```

After:

```
<h1>Main Title</h1>
<h2>Secondary Title</h2>
```

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

12 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 -285 — 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.

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 (2)

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

Modern image formats

9/15 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 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
```