

# SEO Fix Guide

https://cliniceximus.com/guide-about-rhinoplasty-surgery/  
Audit #555 · 2026-06-11 01:43 · Overall 83/100

Total issues: 22 · High: 4 · Medium: 15 · Low: 3

## High (4)

High

Page speed

Priority 83/100

Medium (~45m)

### Largest Contentful Paint

Poor: 6.6s.

**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 49/100 — 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 235 · html > head > noscript > img

234 src="https://www.facebook.com/tr?id=3828799350523761&ev=PageView&noscript=1"  
> 235 /></noscript>  
236 <!-- 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:



After:



## Medium (15)

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

### Images have dimensions

13/15 images have explicit dimensions.

#### Location

Line 235 · html > head > noscript > img

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

```

```

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 Meta Priority 59/100 Trivial (~5m)

### Meta description length

Description is 172 characters — likely truncated.

#### Location

Line 20 · html > head > meta:nth-of-type(3)

```
19 <title>Rhinoplasty Surgery in Delhi: Everything You Need to Know</title>
> 20 <meta name="description" content="Discover everything you need to know about rhinoplasty surgery in
Delhi. Learn about the procedure, costs, benefits, and find the best rhinoplasty surgeon at Clinic Eximus."/>
21 <meta name="robots" content="index, follow, max-snippet:-1, max-video-preview:-1, max-image-
preview:large"/>
```

#### 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="172 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

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 -320.8 — 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 (3)

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 Headings Priority 40/100 Medium (~45m)

### Sufficient H2 tags

Only 1 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
```