

SEO Fix Guide

https://www.anayshaaesthetics.com/privacy-policy.php
Audit #58 · 2026-04-24 12:45 · Overall 84/100

Total issues: 21 · High: 7 · Medium: 7 · Low: 7

High (7)

High

Images

Priority 73/100

Easy (~15m)

Images have dimensions

Only 1/4 images have explicit dimensions.

Location

Line 122 · html > head > noscript > img

```
121 <noscript><img height="1" width="1" style="display:none"
> 122   src="https://www.facebook.com/tr?id=1233610651352618&ev=PageView&noscript=1" /></noscript>
123 <!-- 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:

```

```

High

Content

Priority 68/100

Hard (~120m)

E-E-A-T: Experience

Weak: The privacy policy page shows minimal first-hand experience signals, lacking detailed real-world implementation examples or case studies of privacy practices. The content is generic boilerplate text about cookies without demonstrating actual operational experience in handling patient data.

Generic best practice

Demonstrate first-hand experience: original photos, personal anecdotes, before/after results, screenshots from the actual product/service.

High

Content

Priority 68/100

Hard (~120m)

E-E-A-T: Authoritativeness

Weak: Limited authority signals are present - the page includes schema markup and business verification details, but lacks authoritative references, privacy certifications, regulatory compliance statements, or legal framework citations that would establish credibility in healthcare data privacy.

Generic best practice

Build authoritativeness: links from respected sites in your niche, mentions in industry publications, About page detailing your expertise.

High Images Priority 64/100 Easy (~15m)

Images have alt text

2 of 4 images missing alt attribute.

Location

Line 122 · html > head > noscript > img

```
121 <noscript><img height="1" width="1" style="display:none"
> 122   src="https://www.facebook.com/tr?id=1233610651352618&ev=PageView&noscript=1" /></noscript>
123 <!-- 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:

```

```

High Geo Priority 58/100 Medium (~45m)

Content provides clear answers

Weak (2/10).

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.

High Geo Priority 58/100 Medium (~45m)

High factual density

Weak (3/10).

Generic best practice

Add concrete facts — numbers, dates, percentages, named sources. Vague prose doesn't get cited; specific data does.

High Geo Priority 58/100 Medium (~45m)

Cites authoritative sources

Weak (2/10).

Generic best practice

Cite authoritative external sources (links, references). Pages that cite reputable sources are themselves cited more often.

Medium (7)

Medium Content Priority 62/100 Medium (~45m)

E-E-A-T: Expertise

Moderate: The page demonstrates basic understanding of privacy concepts like cookies and data collection but lacks depth expected from a medical practice handling sensitive health information. No HIPAA compliance details, medical data security protocols, or healthcare-specific privacy expertise is evident.

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: The page provides transparent contact information, business hours, and proper schema markup including physical address and verified social media links. However, the incomplete privacy policy text (content appears truncated) and generic cookie policy without specific medical privacy protections somewhat undermine trustworthiness.

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 170 characters — likely truncated.

Location

Line 27 · html > head > meta:nth-of-type(4)

```
26
> 27 <meta name="description" content="ANAYSHA Aesthetics understands how important your privacy is to you.
    28 ANAYSHA Aesthetics is a well-known plastic surgery centre with strong ethics and values your privacy.">
```

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="170 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 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

5 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 Geo Priority 48/100 Medium (~45m)

Structured for AI extraction

Moderate (4/10).

Generic best practice

Add bulleted lists, sub-headings, definitions, and TL;DR sections. AI engines prefer clearly structured content for extraction.

Low (7)

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

Response time acceptable

Fetches in 1204 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

3/4 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 Content Priority 43/100 Medium (~45m)

Readable prose

Flesch reading ease 45 — fairly 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.

Low Meta Priority 40/100 Trivial (~5m)

Twitter card present

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

Location

Line 13 · html > head

```
> 12
  13 <head>
  14
```

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 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'
```