SEO Fix Guide

https://www.clinicdermatech.com/cd-lush
Audit #681 · 2026-06-17 07:05 · Overall 70/100

Total issues: **28** · Critical: **1** · High: **4** · Medium: **19** · Low: **4**

Critical (1)

Critical | Meta | Priority 97/100 | Trivial (~5m)

Title tag present

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

Location

Line **1** · `html > head`

```
>    1  <!DOCTYPE html><html lang="en"><head><meta charSet="utf-8"/><meta name="viewport"
content="width=device-width, initial-scale=1"/><link rel="preload" href="/_next/static/media/2a65768255d6b625-
s.p.d19752fb.woff2" as="font" crossorigin="" typ…
     2                      sticky top-0
```

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 (4)

High | Page speed | Priority 83/100 | Medium (~45m)

Largest Contentful Paint

Poor: 10.5s.

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:

```
<img src="hero.jpg">
```

After:

```
<link rel="preload" as="image" href="hero.webp">
<img src="hero.webp" fetchpriority="high" width="1200" height="600" alt="...">
```

High Meta Priority 78/100 Trivial (~5m)

Meta description present

No meta description found.

Location

Line **1** · `html > head`

```
>    1  <!DOCTYPE html><html lang="en"><head><meta charSet="utf-8"/><meta name="viewport"
content="width=device-width, initial-scale=1"/><link rel="preload" href="/_next/static/media/2a65768255d6b625-
s.p.d19752fb.woff2" as="font" crossorigin="" typ…
     2                      sticky top-0
```

Generic best practice

Add a meta description (120-160 characters) summarising the page. It appears under the title in search results and directly affects click-through rate.

Code fix

Before:

```
<head>
  <!-- no meta description -->
</head>
```

After:

```
<head>
  <meta name="description" content="Compelling 120-160 character summary describing what's on this page and why
a user should click.">
</head>
```

High Meta Priority 65/100 Easy (~15m)

OpenGraph image present

Missing <meta property="og:image">.

Location

Line **1** · `html > head`

```
>    1  <!DOCTYPE html><html lang="en"><head><meta charSet="utf-8"/><meta name="viewport"
content="width=device-width, initial-scale=1"/><link rel="preload" href="/_next/static/media/2a65768255d6b625-
s.p.d19752fb.woff2" as="font" crossorigin="" typ…
     2                      sticky top-0
```

Generic best practice

Add an Open Graph image so links to this page render as a rich card on social platforms. Use 1200x630 px, JPEG/PNG, under 1MB.

Code fix

Before:

```
<head>
  <!-- no og:image -->
</head>
```

After:

```
<head>
  <meta property="og:image" content="https://yoursite.com/og-image.jpg">
  <meta property="og:image:width" content="1200">
  <meta property="og:image:height" content="630">
</head>
```

High Schema Priority 62/100 Medium (~45m)

JSON-LD structured data present

No JSON-LD scripts found.

Generic best practice

Add structured data (JSON-LD) so search engines understand your content type. Schema can trigger rich results — stars, prices, FAQs — that increase click-through rate.

Code fix

Before:

```
<!-- no JSON-LD -->
```

After:

```
<script type="application/ld+json">
{
  "@context": "https://schema.org",
  "@type": "Article",
  "headline": "Page title",
  "author": {"@type": "Person", "name": "Author name"},
  "datePublished": "2026-01-01"
}
</script>
```

Medium (19)

Medium Technical Priority 66/100 Easy (~15m)

Canonical URL present

No canonical link tag found.

Location

Line **1** · `html > head`

```
>    1  <!DOCTYPE html><html lang="en"><head><meta charSet="utf-8"/><meta name="viewport"
content="width=device-width, initial-scale=1"/><link rel="preload" href="/_next/static/media/2a65768255d6b625-
s.p.d19752fb.woff2" as="font" crossorigin="" typ…
     2                      sticky top-0
```

Generic best practice

Add a canonical link to prevent duplicate-content issues. It tells search engines which URL is the authoritative version of this page.

Code fix

Before:

```
<head>
  <!-- no canonical -->
</head>
```

After:

```
<head>
  <link rel="canonical" href="https://www.clinicdermatech.com/cd-lush">
</head>
```

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

PageSpeed performance score

Score 57/100 — improve.

Generic best practice

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

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

First Contentful Paint

Needs improvement: 2.85s.

Generic best practice

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

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

Images have dimensions

44/52 images have explicit dimensions.

Location

Line **6** · `div.cd-lush-root > div.sticky:nth-of-type(3) > div.relative > div.flex > a.h-13 > img.w-full`

```
     5                      bg-[#341A21] text-white z-24!
>    6                  "><div class="relative w-full z-50 py-1"><div class="flex justify-between items-
center"><a class="h-13 lg:h-auto max-w-[100px] md:max-w-[120px] lg:max-w-[100px] 2xl:max-w-[120px] cursor-
pointer shrink-0" href="/"><img alt="c…
     7   The staff kavita Shrivastav was humble and professional<span>...</span><span class="cursor-pointer
text-lightBrown font-semibold text-nowrap">Read More</span></p></div></div></div></div><div class="swiper-
slide px-0! pb-6 md:pb-8"><div cla…
```

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:

```
<img src="photo.jpg" alt="...">
```

After:

```
<img src="photo.jpg" width="800" height="600" alt="...">
```

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)

OpenGraph title present

Missing <meta property="og:title">.

Location

Line **1** · `html > head`

```
>    1  <!DOCTYPE html><html lang="en"><head><meta charSet="utf-8"/><meta name="viewport"
content="width=device-width, initial-scale=1"/><link rel="preload" href="/_next/static/media/2a65768255d6b625-
s.p.d19752fb.woff2" as="font" crossorigin="" typ…
     2                      sticky top-0
```

Generic best practice

Add og:title for social-media link previews. Without it, shared links fall back to the page <title>, which may not be ideal for Facebook/LinkedIn cards.

Code fix

Before:

```
<head>
  <!-- no og:title -->
</head>
```

After:

```
<head>
  <meta property="og:title" content="Your social-friendly title">
</head>
```

Medium Meta Priority 59/100 Trivial (~5m)

OpenGraph description present

Missing <meta property="og:description">.

Location

Line **1** · `html > head`

```
>    1  <!DOCTYPE html><html lang="en"><head><meta charSet="utf-8"/><meta name="viewport"
content="width=device-width, initial-scale=1"/><link rel="preload" href="/_next/static/media/2a65768255d6b625-
s.p.d19752fb.woff2" as="font" crossorigin="" typ…
     2                      sticky top-0
```

Generic best practice

Add og:description so links shared on Facebook/LinkedIn show a preview blurb. Falls back to meta description if missing, but a tailored one converts better.

Code fix

Before:

```
<head>
  <!-- no og:description -->
</head>
```

After:

```
<head>
  <meta property="og:description" content="Punchy social-share blurb, 90-150 chars.">
</head>
```

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 Images Priority 59/100 Medium (~45m)

Modern image formats

No images use webp/avif.

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:

```
<img src="photo.jpg">
```

After:

```
<picture>
  <source type="image/avif" srcset="photo.avif">
  <source type="image/webp" srcset="photo.webp">
  <img src="photo.jpg" alt="...">
</picture>
```

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 Content Priority 53/100 Medium (~45m)

Readable prose

Flesch reading ease 26.5 — 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 (4)

Low Links Priority 43/100 Easy (~15m)

Descriptive anchor text

23% of anchor texts are generic ("click here", etc.).

Generic best practice

Replace generic anchor text ("click here", "read more") with descriptive phrases containing the target page's keywords. Anchors are a strong relevance signal.

Code fix

Before:

```
<a href="/laptops">click here</a>
```

After:

```
<a href="/laptops">programming laptops review</a>
```

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"><head><meta charSet="utf-8"/><meta name="viewport"
content="width=device-width, initial-scale=1"/><link rel="preload" href="/_next/static/media/2a65768255d6b625-
s.p.d19752fb.woff2" as="font" crossorigin="" typ…
     2                      sticky top-0
```

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'
```