

SEO Fix Guide

https://www.clinicdermatech.com/google362dff9312270227.html
Audit #689 · 2026-06-17 07:08 · Overall 64/100

Total issues: 26 · Critical: 1 · High: 7 · Medium: 11 · Low: 7

Critical (1)

Critical

Meta

Priority 97/100

Trivial (~5m)

Title tag present

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

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 (7)

High

Meta

Priority 87/100

Trivial (~5m)

Viewport meta tag present

No viewport meta tag — page will render poorly on mobile.

Generic best practice

Add the mobile viewport meta tag. Without it, mobile browsers render the page at desktop width and zoom out — a critical mobile-usability failure.

Code fix

Before:

<head>
<!-- no viewport -->
</head>

After:

<head>
<meta name="viewport" content="width=device-width, initial-scale=1">
</head>

High

Mobile

Priority 85/100

Trivial (~5m)

Viewport set for mobile

No viewport meta tag.

Generic best practice

Add the responsive viewport meta tag. Without it, mobile browsers render the page at desktop width.

Code fix

Before:

<head>
<!-- no viewport -->
</head>

After:

<head>
<meta name="viewport" content="width=device-width, initial-scale=1">
</head>

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

Meta description present

No meta description found.

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 Headings Priority 73/100 Easy (~15m)

H1 tag present

No <h1> found.

Generic best practice

Every page needs exactly one <h1> tag — the primary heading. It tells both users and search engines what the page is about, and is the strongest on-page ranking signal.

Code fix

Before:

```
<body>
  <div>Page content with no H1</div>
</body>
```

After:

```
<body>
  <h1>Your Main Page Heading</h1>
  <!-- rest of content -->
</body>
```

High Content Priority 68/100 Hard (~120m)

Sufficient word count

Only 2 words — thin content.

Generic best practice

Expand the content. 300+ words is the minimum for a substantive page; 1000+ for competitive informational queries. Cover the topic thoroughly.

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

OpenGraph image present

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

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 (11)

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

Canonical URL present

No canonical link tag found.

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/google362dff9312270227.html">
</head>
```

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">.

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">.

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 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 Technical Priority 52/100 Trivial (~5m)

HTML lang attribute

No lang attribute on <html>.

Generic best practice

Add lang attribute on <html>. Helps screen readers, browser translation, and language-targeted search.

Code fix

Before:

```
<html>
```

After:

```
<html lang="en">
```

Medium Links Priority 50/100 Medium (~45m)

Healthy internal link count

No internal links on this page.

Generic best practice

Add internal links to related pages on your site. Internal links spread link equity and help users discover related content.

Low (7)

Low Technical Priority 42/100 Trivial (~5m)

HTML5 doctype

No or non-HTML5 doctype.

Generic best practice

Declare HTML5 doctype as the very first line. Without it, browsers fall back to quirks mode with unpredictable rendering.

Code fix

Before:

```
<html>
```

After:

```
<!DOCTYPE html>  
<html>
```

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

Twitter card present

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

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 Meta Priority 40/100 Trivial (~5m)

Charset meta tag present

No charset declaration in <head>.

Generic best practice

Declare a charset as the FIRST element inside <head>. Without it, browsers may guess wrong and corrupt non-ASCII characters.

Code fix

Before:

```
<head>  
  <title>...</title>  
</head>
```

After:

```
<head>  
  <meta charset="utf-8">  
  <title>...</title>  
</head>
```

Low Headings Priority 40/100 Medium (~45m)

Sufficient H2 tags

Only 0 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
```

Low Technical Priority 38/100 Easy (~15m)

Favicon present

No favicon link tag.

Generic best practice

Add a favicon — a 16×16 / 32×32 icon shown in browser tabs and bookmarks. Helps brand recognition.

Code fix

Before:

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

After:

```
<head>
  <link rel="icon" href="/favicon.ico">
  <link rel="icon" type="image/svg+xml" href="/favicon.svg">
</head>
```

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'
```