

# SEO Fix Guide

https://www.clinicdermatech.com/bestsellers/unlimited-packages  
Audit #690 · 2026-06-17 07:08 · Overall 84/100

Total issues: 20 · High: 1 · Medium: 16 · Low: 3

## High (1)

High

Page speed

Priority 83/100

Medium (~45m)

### Largest Contentful Paint

Poor: 13.65s.

#### 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">  


## Medium (16)

Medium

Page speed

Priority 64/100

Medium (~45m)

### PageSpeed performance score

Score 50/100 — 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: 2.7s.

#### Generic best practice

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

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 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:

```

```

After:

```
<picture>
  <source type="image/avif" srcset="photo.avif">
  <source type="image/webp" srcset="photo.webp">
  
</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 -69.4 — 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 Schema Priority 47/100 Easy (~15m)

### No restricted schema types

Restricted types in use: FAQPage.

### Generic best practice

Restricted schema types (e.g., FAQPage) are now reserved for government/health sites. Using them on other sites does nothing useful and may flag as spam.

Medium Headings Priority 45/100 Easy (~15m)

### Heading hierarchy

Heading levels skipped 10 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 Links Priority 43/100 Easy (~15m)

### Descriptive anchor text

32% 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 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'
```