

SEO Fix Guide

https://www.clinicdermatech.com/skin
Audit #701 · 2026-06-17 07:16 · Overall 85/100

Total issues: 20 · High: 1 · Medium: 15 · Low: 4

High (1)

High

Page speed

Priority 83/100

Medium (~45m)

Largest Contentful Paint

Poor: 8.26s.

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 (15)

Medium

Page speed

Priority 64/100

Medium (~45m)

PageSpeed performance score

Score 60/100 — 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: 2.71s.

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 -61.2 — 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.

Low (4)

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

Descriptive anchor text

24% 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 Headings Priority 39/100 Trivial (~5m)

H1 has reasonable length

H1 is only 4 chars.

Location

Line 6 · div.bg-white > div.space_from_side > div.flex > div.space-y-4 > div.space-y-1 > h1.h1_heading_text

```
5         bg-primary relative z-24!
6         "><div class="relative w-full z-50"><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="nav_lo...
7
$RC=function(a,b){if(b=document.getElementById(b))(a=document.getElementById(a))?a.previousSibling.data="$~",
$RB.push(a,b),2===$RB.length&&("number"!==typeof
$RT?requestAnimationFrame($RV.bind(null,$RB)):(a=performance.now(),setTimeout($RV...
```

Generic best practice

H1 should be 20-70 characters — long enough to be descriptive, short enough to be scannable.

Code fix

Before:

```
<h1>4 chars</h1>
```

After:

```
<h1>Descriptive 20-70 character heading</h1>
```

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'
```