

# SEO Audit Report

https://www.clinicdermatech.com/skin/chemical-peels  
Audit #711 · 2026-06-17 07:22 · 68.21 s



✓ 46 pass · ! 18 warn · ✗ 3 fail

## Category scores

| Category     | Score   |
|--------------|---------|
| Meta         | 97/100  |
| Headings     | 90/100  |
| Schema       | 90/100  |
| Technical    | 100/100 |
| Sitemap      | 100/100 |
| Ssl Security | 80/100  |
| Page Speed   | 70/100  |
| Links        | 88/100  |
| Images       | 85/100  |
| Content      | 55/100  |
| Mobile       | 100/100 |
| Hreflang     | 100/100 |
| Geo          | 50/100  |

## Meta (11)

| Status  | Check                                                   | Message                                           | Recommendation              |
|---------|---------------------------------------------------------|---------------------------------------------------|-----------------------------|
| Pass    | Title tag present<br>title_present                      | Title tag found.                                  | —                           |
| Pass    | Title length<br>title_length                            | Title length 46 chars — within recommended range. | —                           |
| Pass    | Title is descriptive<br>title_unique_words              | 7 words — descriptive enough.                     | —                           |
| Pass    | Meta description present<br>meta_description_present    | Meta description present.                         | —                           |
| Warning | Meta description length<br>meta_description_length      | Description is 164 characters — likely truncated. | Trim to 120-160 characters. |
| Pass    | OpenGraph title present<br>og_title_present             | Og title present present.                         | —                           |
| Pass    | OpenGraph description present<br>og_description_present | Og description present present.                   | —                           |
| Pass    | OpenGraph image present<br>og_image_present             | Og image present present.                         | —                           |
| Pass    | Twitter card present<br>twitter_card_present            | Twitter card present present.                     | —                           |

| Status | Check                                              | Message                    | Recommendation |
|--------|----------------------------------------------------|----------------------------|----------------|
| Pass   | Viewport meta tag present<br>meta_viewport_present | Viewport meta tag present. | —              |
| Pass   | Charset meta tag present<br>meta_charset_present   | Charset declared.          | —              |

Headings (5)

| Status  | Check                                  | Message                              | Recommendation                                           |
|---------|----------------------------------------|--------------------------------------|----------------------------------------------------------|
| Pass    | H1 tag present<br>h1_present           | Found 1 H1.                          | —                                                        |
| Pass    | Single H1 tag<br>h1_count              | Exactly one H1.                      | —                                                        |
| Pass    | H1 has reasonable length<br>h1_length  | H1 length 14 chars.                  | —                                                        |
| Pass    | Sufficient H2 tags<br>h2_count         | 17 H2 tags — good content structure. | —                                                        |
| Warning | Heading hierarchy<br>heading_hierarchy | Heading levels skipped 9 times.      | Maintain logical heading order (h1 → h2 → h3, no jumps). |

Schema (6)

| Status  | Check                                                     | Message                                                          | Recommendation                                     |
|---------|-----------------------------------------------------------|------------------------------------------------------------------|----------------------------------------------------|
| Pass    | JSON-LD structured data present<br>schema_json_ld_present | 1 JSON-LD blocks present.                                        | —                                                  |
| Pass    | JSON-LD is valid JSON<br>schema_valid_json                | All JSON-LD blocks parse cleanly.                                | —                                                  |
| Pass    | Recommended schema types used<br>schema_recommended_types | Recommended schema types found.                                  | —                                                  |
| Pass    | No deprecated schema types<br>schema_no_deprecated        | No deprecated schema types.                                      | —                                                  |
| Warning | No restricted schema types<br>schema_no_restricted        | Restricted types in use: FAQPage.                                | FAQPage now restricted to government/health sites. |
| Info    | Microdata or RDFa present<br>schema_microdata_present     | No microdata. JSON-LD is preferred — this is informational only. | —                                                  |

Technical (8)

| Status | Check                                                   | Message                        | Recommendation |
|--------|---------------------------------------------------------|--------------------------------|----------------|
| Pass   | Canonical URL present<br>canonical_present              | Canonical link found.          | —              |
| Pass   | Canonical self-references<br>canonical_self_referencing | Canonical points to this page. | —              |
| Pass   | Page is indexable<br>robots_meta_indexable              | No noindex directive.          | —              |
| Pass   | HTML lang attribute<br>lang_attribute_present           | <html lang="en"> declared.     | —              |

| Status | Check                                        | Message                 | Recommendation |
|--------|----------------------------------------------|-------------------------|----------------|
| Pass   | HTML5 doctype<br>doctype_html5               | HTML5 doctype declared. | —              |
| Pass   | Favicon present<br>favicon_present           | Favicon declared.       | —              |
| Pass   | HTTP status 2xx<br>http_status_ok            | Server returned 200.    | —              |
| Pass   | Response time acceptable<br>response_time_ok | Fetches in 296 ms.      | —              |

Sitemap (4)

| Status | Check                                            | Message                                                       | Recommendation |
|--------|--------------------------------------------------|---------------------------------------------------------------|----------------|
| Pass   | robots.txt accessible<br>robots_txt_found        | robots.txt found.                                             | —              |
| Pass   | robots.txt does not block<br>robots_txt_no_block | robots.txt does not block this page.                          | —              |
| Pass   | sitemap.xml accessible<br>sitemap_xml_found      | Sitemap found at https://www.clinicdermatech.com/sitemap.xml. | —              |
| Pass   | Sitemap referenced<br>sitemap_referenced         | Sitemap referenced from robots.txt.                           | —              |

Ssl Security (6)

| Status  | Check                                              | Message                                   | Recommendation                                               |
|---------|----------------------------------------------------|-------------------------------------------|--------------------------------------------------------------|
| Pass    | Page served over HTTPS<br>ssl_https                | Served over HTTPS.                        | —                                                            |
| Pass    | TLS handshake succeeds<br>ssl_valid                | TLS handshake succeeded.                  | —                                                            |
| Pass    | HTTP redirects to HTTPS<br>http_redirects_to_https | HTTP requests redirect to HTTPS.          | —                                                            |
| Warning | HSTS header present<br>hsts_header_present         | Missing strict-transport-security header. | Add strict-transport-security for hardened security posture. |
| Warning | CSP header present<br>csp_header_present           | Missing content-security-policy header.   | Add content-security-policy for hardened security posture.   |
| Warning | X-Content-Type-Options<br>x_content_type_options   | Missing x-content-type-options header.    | Add x-content-type-options for hardened security posture.    |

Page Speed (8)

| Status | Check                                            | Message                    | Recommendation                   |
|--------|--------------------------------------------------|----------------------------|----------------------------------|
| Fail   | PageSpeed performance score<br>pagespeed_score   | Score 47/100 — poor.       | Major performance work required. |
| Fail   | Largest Contentful Paint<br>lcp_within_threshold | Poor: 9.3s.                | Improve to ≤ 2.5s.               |
| Pass   | Cumulative Layout Shift<br>cls_within_threshold  | Within good threshold (0). | —                                |

| Status  | Check                                                      | Message                                         | Recommendation                        |
|---------|------------------------------------------------------------|-------------------------------------------------|---------------------------------------|
| Warning | First Contentful Paint<br>fcp_within_threshold             | Needs improvement: 2.7s.                        | Aim for ≤ 1.8s.                       |
| Pass    | Time To First Byte<br>ttfb_within_threshold                | Within good threshold (0.01s).                  | —                                     |
| Info    | Interaction to Next Paint<br>inp_within_threshold          | INP is a field-only metric — not measured here. | —                                     |
| Pass    | Few render-blocking resources<br>render_blocking_resources | No render-blocking resources detected.          | —                                     |
| Warning | Compression enabled<br>gzip_or_brotli                      | No gzip/brotli content-encoding header.         | Enable gzip or Brotli on your server. |

Links (4)

| Status  | Check                                                | Message                                               | Recommendation                                          |
|---------|------------------------------------------------------|-------------------------------------------------------|---------------------------------------------------------|
| Pass    | Healthy internal link count<br>internal_link_count   | 11 unique internal links.                             | —                                                       |
| Pass    | No broken internal links<br>no_broken_internal_links | All 10 sampled internal links return success.         | —                                                       |
| Pass    | External links safe<br>external_links_safe           | All external _blank links use rel=noopener.           | —                                                       |
| Warning | Descriptive anchor text<br>descriptive_anchor_text   | 32% of anchor texts are generic ("click here", etc.). | Use descriptive anchor text containing target keywords. |

Images (4)

| Status  | Check                                            | Message                                                         | Recommendation                                            |
|---------|--------------------------------------------------|-----------------------------------------------------------------|-----------------------------------------------------------|
| Pass    | Images have alt text<br>images_alt_present       | All 22 images have alt attribute (empty alt OK for decorative). | —                                                         |
| Pass    | Below-fold images lazy<br>images_lazy_loaded     | 20/22 images use loading="lazy".                                | —                                                         |
| Warning | Modern image formats<br>images_modern_formats    | No images use webp/avif.                                        | Adopt WebP/AVIF — typically 25-50% smaller than JPEG/PNG. |
| Pass    | Images have dimensions<br>images_have_dimensions | All images have width/height set.                               | —                                                         |

Content (6)

| Status  | Check                                  | Message                                   | Recommendation                                    |
|---------|----------------------------------------|-------------------------------------------|---------------------------------------------------|
| Pass    | Sufficient word count<br>word_count    | 506 words — substantive content.          | —                                                 |
| Fail    | Readable prose<br>readability          | Flesch reading ease -69 — very difficult. | Aggressively simplify prose for general audience. |
| Warning | E-E-A-T: Experience<br>eeat_experience | Moderate:                                 | Strengthen Experience signals on this page.       |
| Warning | E-E-A-T: Expertise<br>eeat_expertise   | Moderate:                                 | Strengthen Expertise signals on this page.        |

| Status  | Check                                        | Message   | Recommendation                                     |
|---------|----------------------------------------------|-----------|----------------------------------------------------|
| Warning | E-E-A-T: Authoritativeness<br>eeat_authority | Moderate: | Strengthen Authoritativeness signals on this page. |
| Warning | E-E-A-T: Trustworthiness<br>eeat_trust       | Moderate: | Strengthen Trustworthiness signals on this page.   |

Mobile (4)

| Status | Check                                        | Message                                                    | Recommendation |
|--------|----------------------------------------------|------------------------------------------------------------|----------------|
| Pass   | Viewport set for mobile<br>mobile_viewport   | Responsive viewport configured.                            | —              |
| Pass   | Tap targets reasonable<br>mobile_tap_targets | No obvious tap-target sizing problems.                     | —              |
| Info   | Legible font sizes<br>mobile_font_size       | No inline body font-size — relying on stylesheet defaults. | —              |
| Pass   | No Flash/legacy plugins<br>mobile_no_flash   | No legacy plugin elements.                                 | —              |

Hreflang (4)

| Status  | Check                                               | Message                                     | Recommendation |
|---------|-----------------------------------------------------|---------------------------------------------|----------------|
| Info    | hreflang tags present (if i18n)<br>hreflang_present | No hreflang tags. OK for monolingual sites. | —              |
| Skipped | hreflang codes valid<br>hreflang_valid_codes        | No hreflang to evaluate.                    | —              |
| Skipped | hreflang self-reference<br>hreflang_self_ref        | No hreflang to evaluate.                    | —              |
| Skipped | hreflang x-default present<br>hreflang_x_default    | No hreflang to evaluate.                    | —              |

Geo (4)

| Status  | Check                                                    | Message          | Recommendation                  |
|---------|----------------------------------------------------------|------------------|---------------------------------|
| Warning | Content provides clear answers<br>geo_clear_answers      | Moderate (5/10). | Improve to lift this dimension. |
| Warning | High factual density<br>geo_factual_density              | Moderate (5/10). | Improve to lift this dimension. |
| Warning | Structured for AI extraction<br>geo_structured_for_ai    | Moderate (5/10). | Improve to lift this dimension. |
| Warning | Cites authoritative sources<br>geo_authoritative_sources | Moderate (5/10). | Improve to lift this dimension. |