# SEO Fix Guide

https://lamidas.com/skin-and-face/melasma-treatment-gurgaon
Audit #734 · 2026-06-17 09:55 · Overall 74/100

Total issues: **22** · High: **5** · Medium: **15** · Low: **2**

## High (5)

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

### Largest Contentful Paint

Poor: 10.26s.

#### 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:

```
<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 | Page speed | Priority 74/100 | Medium (~45m)

### First Contentful Paint

Poor: 3.72s.

#### Generic best practice

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

High | Images | Priority 73/100 | Easy (~15m)

### Images have dimensions

Only 4/9 images have explicit dimensions.

#### Location

Line **1** · `nav.bg-[#00263e] > div.px-8 > div.flex > div.flex-shrink-0 > a.block > img`

```
>    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/e4af272ccee01ff0-
s.p.woff2" as="font" crossorigin="" type="font/w…
```

#### 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="...">
```

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/e4af272ccee01ff0-
s.p.woff2" as="font" crossorigin="" type="font/w…
```

#### 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 (15)

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/e4af272ccee01ff0-
s.p.woff2" as="font" crossorigin="" type="font/w…
```

#### 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://lamidas.com/skin-and-face/melasma-treatment-gurgaon">
</head>
```

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 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 | Sitemap | Priority 61/100 | Easy (~15m)

### sitemap.xml accessible

No sitemap at https://www.lamidas.com/sitemap.xml (status 0).

#### Generic best practice

Publish an XML sitemap listing all indexable URLs. Submit it via Google Search Console for faster discovery.

#### Code fix

Before:

```
// File missing: /sitemap.xml
```

After:

```
<?xml version="1.0" encoding="UTF-8"?>
<urlset xmlns="http://www.sitemaps.org/schemas/sitemap/0.9">
  <url>
    <loc>https://yoursite.com/</loc>
    <lastmod>2026-01-01</lastmod>
    <changefreq>weekly</changefreq>
  </url>
</urlset>
```

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 -74.3 — 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.

## Low (2)

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'
```