SEO Fix Guide

https://lamidas.com/hair/hair-growth-stimulation-therapy
Audit #739 · 2026-06-17 09:57 · 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: 7.08s.

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)

PageSpeed performance score

Score 41/100 — poor.

Generic best practice

Open Lighthouse in Chrome DevTools or PageSpeed Insights — the report lists specific opportunities ranked by impact.

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…
     2      Hair growth stimulation therapy is a treatment that uses various methods to increase hair growth.
Some treatments use chemicals or hormones to stimulate the hair follicles, while others use heat or laser
light to break down the hair sha…
```

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…
     2      Hair growth stimulation therapy is a treatment that uses various methods to increase hair growth.
Some treatments use chemicals or hormones to stimulate the hair follicles, while others use heat or laser
light to break down the hair sha…
```

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 Meta Priority 68/100 Trivial (~5m)

Title length

Title is 68 characters — likely truncated in SERPs.

Location

Line **1** · `html > head > title`

```
>    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…
     2      Hair growth stimulation therapy is a treatment that uses various methods to increase hair growth.
Some treatments use chemicals or hormones to stimulate the hair follicles, while others use heat or laser
light to break down the hair sha…
```

Generic best practice

Title is outside the 30-60 character sweet spot. Google truncates titles longer than ~60 chars in search results, hiding your keywords. Keep the primary keyword near the start.

Code fix

Before:

```
<title>68 chars</title>
```

After:

```
<title>Shortened title — primary keyword first (?60 chars)</title>
```

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…
     2      Hair growth stimulation therapy is a treatment that uses various methods to increase hair growth.
Some treatments use chemicals or hormones to stimulate the hair follicles, while others use heat or laser
light to break down the hair sha…
```

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/hair/hair-growth-stimulation-therapy">
</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 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 -71.4 — 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.

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'
```