

# SEO Audit Report

https://drgargis.com/blog/from-botox-to-retinol-exploring-popular-wrinkle-reducing-treatments/  
Audit #778 · 2026-06-17 10:23 · 38.85 s



✓ 48 pass · ! 14 warn · ✗ 5 fail

## Category scores

| Category     | Score   |
|--------------|---------|
| Meta         | 100/100 |
| Headings     | 82/100  |
| Schema       | 100/100 |
| Technical    | 95/100  |
| Sitemap      | 100/100 |
| Ssl Security | 100/100 |
| Page Speed   | 53/100  |
| Links        | 88/100  |
| Images       | 90/100  |
| 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 54 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.                         | —              |
| Pass   | Meta description length<br>meta_description_length      | Description 124 chars — within range.             | —              |
| 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.                     | —              |
| Pass   | Viewport meta tag present<br>meta_viewport_present      | Viewport meta tag present.                        | —              |

| Status | Check                                            | Message           | Recommendation |
|--------|--------------------------------------------------|-------------------|----------------|
| 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 68 chars.             | —                                                        |
| Warning | Sufficient H2 tags<br>h2_count         | Only 1 H2 tags.                 | Use H2s to break content into scannable sections.        |
| Warning | Heading hierarchy<br>heading_hierarchy | Heading levels skipped 2 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.                                      | —              |
| Pass   | No restricted schema types<br>schema_no_restricted        | No restricted schema types.                                      | —              |
| 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-US"> declared.  | —              |
| Pass   | HTML5 doctype<br>doctype_html5                          | HTML5 doctype declared.        | —              |
| Pass   | Favicon present<br>favicon_present                      | Favicon declared.              | —              |

| Status  | Check                                        | Message                                   | Recommendation             |
|---------|----------------------------------------------|-------------------------------------------|----------------------------|
| Pass    | HTTP status 2xx<br>http_status_ok            | Server returned 200.                      | —                          |
| Warning | Response time acceptable<br>response_time_ok | Fetches in 1535 ms — acceptable but slow. | Aim for under 800 ms TTFB. |

## 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://drgargis.com/sitemap_index.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.          | —              |
| Pass   | HSTS header present<br>hsts_header_present         | strict-transport-security header present. | —              |
| Pass   | CSP header present<br>csp_header_present           | content-security-policy header present.   | —              |
| Pass   | X-Content-Type-Options<br>x_content_type_options   | x-content-type-options header present.    | —              |

## Page Speed (8)

| Status | Check                                             | Message                                         | Recommendation                   |
|--------|---------------------------------------------------|-------------------------------------------------|----------------------------------|
| Fail   | PageSpeed performance score<br>pagespeed_score    | Score 31/100 — poor.                            | Major performance work required. |
| Fail   | Largest Contentful Paint<br>lcp_within_threshold  | Poor: 6s.                                       | Improve to $\leq 2.5$ s.         |
| Fail   | Cumulative Layout Shift<br>cls_within_threshold   | Poor: 0.329.                                    | Improve to $\leq 0.1$ .          |
| Fail   | First Contentful Paint<br>fcp_within_threshold    | Poor: 3.79s.                                    | Improve to $\leq 1.8$ s.         |
| Pass   | Time To First Byte<br>ttfb_within_threshold       | Within good threshold (0.18s).                  | —                                |
| Info   | Interaction to Next Paint<br>inp_within_threshold | INP is a field-only metric — not measured here. | —                                |

| Status  | Check                                                      | Message                                 | Recommendation                        |
|---------|------------------------------------------------------------|-----------------------------------------|---------------------------------------|
| 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   | 69 unique internal links.                     | —                                                                    |
| Pass    | No broken internal links<br>no_broken_internal_links | All 10 sampled internal links return success. | —                                                                    |
| Warning | External links safe<br>external_links_safe           | 1 external_blank links missing rel=noopener.  | Add rel="noopener noreferrer" to target="_blank" links for security. |
| Pass    | Descriptive anchor text<br>descriptive_anchor_text   | Anchor texts are descriptive.                 | —                                                                    |

Images (4)

| Status  | Check                                            | Message                                                        | Recommendation                                                |
|---------|--------------------------------------------------|----------------------------------------------------------------|---------------------------------------------------------------|
| Pass    | Images have alt text<br>images_alt_present       | All 8 images have alt attribute (empty alt OK for decorative). | —                                                             |
| Pass    | Below-fold images lazy<br>images_lazy_loaded     | 4/8 images use loading="lazy".                                 | —                                                             |
| Warning | Modern image formats<br>images_modern_formats    | 3/8 images use modern formats.                                 | Convert remaining images to WebP or AVIF for smaller payload. |
| 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          | 2555 words — substantive content.          | —                                                  |
| Fail    | Readable prose<br>readability                | Flesch reading ease -7.2 — 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.         |
| 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. |