

# SEO Fix Guide

http://aaynaclinic.com  
Audit #78 · 2026-04-27 08:45 · Overall 75/100

Total issues: 26 · Critical: 1 · High: 6 · Medium: 13 · Low: 6

## Critical (1)

Critical

Ssl security

Priority 88/100

Medium (~45m)

### Page served over HTTPS

Page is served over plain HTTP.

### Generic best practice

Serve your site over HTTPS. Browsers flag HTTP as "Not Secure", and Google uses HTTPS as a ranking signal. Free certificates from Let's Encrypt make this trivial.

### Code fix

Before:

http://yoursite.com/

After:

https://yoursite.com/

## High (6)

High

Page speed

Priority 83/100

Medium (~45m)

### Largest Contentful Paint

Poor: 10.41s.

### 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">  


High

Page speed

Priority 78/100

Easy (~15m)

### Cumulative Layout Shift

Poor: 0.87.

### Generic best practice

Cumulative Layout Shift should be under 0.1. Set explicit width/height on images, reserve space for embeds and ads, and avoid late-loading fonts that re-flow text.

### Code fix

Before:



After:



High Page speed Priority 74/100 Medium (~45m)

### PageSpeed performance score

Score 28/100 — poor.

#### Generic best practice

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

High Page speed Priority 74/100 Medium (~45m)

### First Contentful Paint

Poor: 6.06s.

#### 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 26/51 images have explicit dimensions.

#### Location

Line 578 · #logo > img.stnd

```
577         <a id="logo" href="https://www.aaynaclinic.com/home/" data-supplied-ml-starting-dark="false" data-
supplied-ml-starting="false" data-supplied-ml="false" data-wpel-link="internal">
> 578         
```

#### 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:

```

```

After:

```

```

High Images Priority 64/100 Easy (~15m)

### Images have alt text

5 of 51 images missing alt attribute.

#### Location

Line 1831 · div.col > div.footer-container > div.footer-flex-container > div.sub-container > div.img-container > img.logo

```
1830         class="logo"
> 1831         />
1832     </div>
```

#### Generic best practice

Every <img> needs an alt attribute. Alt text helps screen readers, image search ranking, and shows when the image fails to load. Use alt="" only for purely decorative images.

#### Code fix

Before:

```

```

After:

```

```

## Medium (13)

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 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 Links Priority 53/100 Easy (~15m)

### External links safe

1 external \_blank links missing rel=noopener.

#### Generic best practice

Add rel="noopener noreferrer" to target="\_blank" links. Without noopener, the linked page can manipulate your window object — security + perf risk.

#### Code fix

Before:

```
<a href="https://other.com" target="_blank">External</a>
```

After:

```
<a href="https://other.com" target="_blank" rel="noopener noreferrer">External</a>
```

Medium Links Priority 50/100 Medium (~45m)

### Healthy internal link count

No internal links on this page.

#### Generic best practice

Add internal links to related pages on your site. Internal links spread link equity and help users discover related content.

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 (6)

Low Technical Priority 52/100 Medium (~45m)

### Response time acceptable

Fetches in 1216 ms — acceptable but slow.

### Generic best practice

Server is slow. Investigate: enable a CDN, add page caching, optimise database queries, upgrade hosting. TTFB > 800ms hurts every Core Web Vital.

Low Images Priority 49/100 Medium (~45m)

### Modern image formats

30/51 images use modern formats.

### 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>
```

Low Images Priority 44/100 Easy (~15m)

### Below-fold images lazy

Only 11 of 51 images use loading="lazy".

### Generic best practice

Add loading="lazy" to images below the fold. Saves bandwidth, speeds up initial page load.

### Code fix

Before:

```

```

After:

```

```

Low Content Priority 43/100 Medium (~45m)

### Readable prose

Flesch reading ease 34.5 — fairly 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.

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'
```