

SEO Fix Guide

https://drgargis.com/blog/category/facial/
Audit #814 · 2026-06-17 10:42 · Overall 80/100

Total issues: **25** · High: **5** · Medium: **16** · Low: **4**

High (5)

High

Page speed

Priority 83/100

Medium (~45m)

Largest Contentful Paint

Poor: 4.05s.

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

Meta

Priority 78/100

Trivial (~5m)

Meta description present

No meta description found.

Location

Line 3 · html > head

> 2 <html lang="en-US" prefix="og: https://ogp.me/ns#">
3 <head>
4 <meta charset="UTF-8">

Generic best practice

Add a meta description (120-160 characters) summarising the page. It appears under the title in search results and directly affects click-through rate.

Code fix

Before:

<head>
<!-- no meta description -->
</head>

After:

<head>
<meta name="description" content="Compelling 120-160 character summary describing what's on this page and why a user should click.">
</head>

High Page speed Priority 78/100 Easy (~15m)

Cumulative Layout Shift

Poor: 0.492.

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 32/100 — poor.

Generic best practice

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

High Meta Priority 65/100 Easy (~15m)

OpenGraph image present

Missing <meta property="og:image">.

Location

Line 3 · html > head

```
> 2 <html lang="en-US" prefix="og: https://ogp.me/ns#">
  3 <head>
  4   <meta charset="UTF-8">
```

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>
```

Medium (16)

Medium Meta Priority 68/100 Trivial (~5m)

Title length

Title is only 8 characters — too short to communicate value.

Location

Line **13** · `html > head > title`

```
12 <!-- Search Engine Optimization by Rank Math - https://rankmath.com/ -->
> 13 <title>Facial </title>
14 <meta name="robots" content="index, follow, max-snippet:-1, max-video-preview:-1, max-image-
preview:large"/>
```

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>8 chars</title>
```

After:

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

Medium Page speed Priority 64/100 Medium (~45m)

First Contentful Paint

Needs improvement: 3.34s.

Generic best practice

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

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 Meta Priority 59/100 Trivial (~5m)

Title is descriptive

Title has fewer than 3 words.

Generic best practice

Make the title descriptive — at least 3 meaningful words including the page topic and brand. Single-word titles waste a high-impact ranking signal.

Code fix

Before:

```
<title>2 words</title>
```

After:

```
<title>Specific Page Topic – Brand Name</title>
```

Medium Meta Priority 59/100 Trivial (~5m)

OpenGraph description present

Missing <meta property="og:description">.

Location

Line 3 · html > head

```
> 2 <html lang="en-US" prefix="og: https://ogp.me/ns#">
  3 <head>
  4   <meta charset="UTF-8">
```

Generic best practice

Add og:description so links shared on Facebook/LinkedIn show a preview blurb. Falls back to meta description if missing, but a tailored one converts better.

Code fix

Before:

```
<head>
<!-- no og:description -->
</head>
```

After:

```
<head>
<meta property="og:description" content="Punchy social-share blurb, 90-150 chars.">
</head>
```

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 Headings Priority 54/100 Easy (~15m)

Single H1 tag

Found 2 H1 tags — best practice is exactly one.

Location

Line **651** · #header-wrapper > section.main-title-section-wrapper > div.main-title-section-container > div.container > div.main-title-section:nth-of-type(2) > h1

```
650         <div class="container">
> 651         <div class="breadcrumb"><a href="https://drgargis.com/">Home</a><span class="breadcrumb-
default-delimiter"></span><a href="https://drgargis.com/blog/category/facial/">Facial</a></div>
652         <div class="main-title-section"><...
        </div>
```

Generic best practice

Use exactly one `<h1>` per page. Multiple H1s confuse search engines about the main topic. Demote secondary H1s to H2.

Code fix

Before:

```
<h1>Main Title</h1>
<h1>Secondary Title</h1>
```

After:

```
<h1>Main Title</h1>
<h2>Secondary Title</h2>
```

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 Content Priority 53/100 Medium (~45m)

Readable prose

Flesch reading ease -45.9 — 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 (4)

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

Response time acceptable

Fetches in 1645 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

10/11 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 Links Priority 43/100 Easy (~15m)

Descriptive anchor text

22% of anchor texts are generic ("click here", etc.).

Generic best practice

Replace generic anchor text ("click here", "read more") with descriptive phrases containing the target page's keywords. Anchors are a strong relevance signal.

Code fix

Before:

```
<a href="/laptops">click here</a>
```

After:

```
<a href="/laptops">programming laptops review</a>
```

Low Headings Priority 40/100 Medium (~45m)

Sufficient H2 tags

Only 1 H2 tags.

Generic best practice

Use H2s to break content into scannable sections. Pages with no H2 read as a wall of text — worse for users and for search relevance.

Code fix

Before:

```
<!-- no H2 sections -->
```

After:

```
<h2>First Major Section</h2>
<p>...</p>
<h2>Second Major Section</h2>
<p>...</p>
```